

Helping the public address public issues through



Information



Deliberation



Action

Public Life Foundation of Owensboro
2004 ANNUAL REPORT/2005 PLAN



INTRODUCTION

The Public Life Foundation of Owensboro promotes broad and meaningful citizen participation in community decisions and public policy. Toward that end, we foster a three-pronged process to assist citizens in solving problems and seizing opportunities:

Information → Deliberation → Action

In 2004, our foundation

- expanded significantly the information dimension of that process through a regular publication
- planned a conference to promote essential democratic values of openness and transparency
- produced tools to integrate public deliberation into the decision making process
- continued support of grass roots citizen initiatives

INFORMATION

Publication

In June 2004, we launched the *Public Life Advocate*. The *Advocate* provides a mechanism for timely community focus on vital public issues.

Articles published in 2004:

Ranking Problems, Identifying Opportunities: Top Ten Challenges Facing Owensboro and Daviess County

By Rodney Berry, June 2004

Substance Abuse: Seeking Common Ground Toward a Community Solution

By Tom Gaston, June 2004

Merger 1990: Fragmentation, Distortion, and Disconnect Between Citizens and the Public-Private Elite

By Chad Gesser, July 2004

Midwives: A Community Resource We Want to Loose?

By Tom Gaston, June 2004

Our Wheel of Progress: Balancing the Spokes in Economic Development

By Rodney Berry, August 2004

Coping with Substance Abuse: The Effects of Addiction on Family Members

By Tom Gaston, August 2004

Our Budget-Busting Jail: What Went Wrong and What Do We Do Now?

By Tom Gaston, September 2004

Kids with Adult Problems: Pressures from Home Impede School Performance

By Steve Rocco, September 2004

Voter Turnout: November 2003 General Election

September 2004

Unexpected Obligations: When Grandparents Get the Kids

By Tom Gaston, October 2004

Presidential Health Care Comparisons

By Rodney Berry, October 2004

Voter Guide (Link to Website)

October 2004

And the Poor Get Poorer: Businesses Exploit Customers Who Lack Financial Literacy

By Carrie Blackham, November 2004

Panther Creek (or Ditch?)

By Rodney Berry, November 2004

The *Public Life Advocate* also includes the following features:

- Editor's Notes
- Letters
- Citizens Speak * Leaders Respond
- Making a Difference
- Citizen Action Updates
- Public Agenda
- The Tracker

The *Public Life Advocate* is available at no cost through email subscription, foundation website (www.plfo.org), or Daviess County Public Library. Print subscriptions are \$24 per year.

Community Education

Several groups supported by the foundation organize events to better inform members and the public of pressing issues and concerns.

In 2004, Citizens Health Care Advocates (CHCA) sponsored the following programs:

- Challenges Facing School Nurse Program (panel)
- AARP and Medicare Reform (panel)
- Kentucky's Cigarette Excise Tax (panel)
- Health Care Issues and Trends (outgoing OMHS CEO Greg Carlson)

- Nurse Midwife Issues (panel)
- Father's Matters (panel)
- Navigating the Diet Maze (panel)
- Substance Abuse/Recovery Issues (panel)
- Daviess County Community Access Project (Executive Director JAT Mountjoy)
- Hospital and Community Health Challenges (incoming OMHS CEO Jeff Barber)
- Health Care Access Issues (Daviess County Judge-Executive Reid Haire)

All programs were broadcast on public access channel (OCTV).

In 2004, PRIDE (Public Responsibility In Designing our Environment) presented the following speakers to inform its members and the public of aesthetic issues and possibilities:

- Malcolm Bryant, developer
- John Bays, hotel owner-developer
- Terry Woodward, historic preservation investor/advocate
- Waitman Taylor, former Owensboro Mayor
- Pam Miller, former Lexington Mayor
- Keith Eiken, Scenic Kentucky

The Citizens Committee on Education featured the following guest presenters:

- Daviess County and Owensboro Board of Education members
- Superintendents of OPS and DCPS: Larry Vick and Stu Silberman
- Pat Ashley, OPS Director of Instruction
- Principals Anita Burnette (Owensboro High School) and David Johnson (Owensboro Middle School)
- Bob Sexton (Prichard Committee on Academic Excellence)
- Bill Chance (NORED)
- Helen Mountjoy, Kentucky Board of Education

CHCA, PRIDE, and the Goodfellows Club also publish newsletters.

Learning and Sharing

Members of citizen groups also regularly attend public meetings, forums, workshops, and other activities to better understand issues and position themselves as advocates.

For example:

- A representative of the Citizens Committee on Education (CCE) attends monthly meetings and luncheons of city and county school boards.
- CCE members (and a consultant retained by the group), interviewed stakeholders and conducted mail and newspaper surveys as part of its strategic higher education study.
- CCE members conducted focus groups exercises and met with numerous stakeholder groups to craft its Learning Community initiative.

- PRIDE members attended hearings connected with the design of a proposed public library.
- A PRIDE delegation attended the Louisville lecture, “Raising the bar on the visual landscape.”
- The Unity Coalition featured speaker Carlos Earhart, “Challenges Facing the Latino Community.”
- The Owensboro Area World Affairs Council featured Lorena Parker, “Plan Columbia: Throwing Gasoline on the Fire.”

DELIBERATION

Issue Briefs

To assist the public in coming to judgment on issues and choices facing our community, the foundation prepared the following issue briefs-dialogue guides in 2004:

Our Public Library – Is It Time for a Larger, New Facility? (June 2004)

Countywide Occupational Tax Proposal (July 2004)

Do We Need a Clean Indoor Air Ordinance? (August 2004)

Should the Library Board Have the Authority to Levy Taxes? (September 2004)

How Do We Maximize Riverfront Development? Which is the Best Strategy? (October 2004)

What should county government do with its excess downtown property?
Should historic buildings be preserved? (November 2004)

Issue briefs were circulated to governing boards, stakeholders, advocates, committees and task forces established to examine these issues.

Library Forum

In July, prior to the Daviess County Public Library Board of Trustees consideration of an increase the library tax for a new facility, the foundation conducted a public forum, using our issue brief as a discussion guide. Questionnaires were completed following small group discussions and results were shared with the library board.

Unification Forums

In December, the foundation began developing materials and making plans for a series of public forums on the concept of city-county governmental unification. Community

Conversations, Conversations Café, and other groups may partner with the foundation to engage citizens from all walks of life on this pivotal issue.

Openness Initiatives

Recognizing that public access to information and trust in our institutions is a requisite to an informed, engaged, and active citizenry, the foundation invested considerable resources toward the development of an October statewide conference on openness, transparency, and the public interest. An impressive array of presenters and panelists was scheduled to participate, representing government, media, public corporations, nonprofits, religious denominations, colleges and universities.

Due to unforeseen circumstances, the conference was postponed.

The foundation remains committed to this cause. We are exploring alternatives that could have more staying power than a conference: classroom instructional materials; video documentary; power point for conference presentations; speaker's bureau; CD-Rom; discussion guides/handbooks; openness report card; web site, etc. We are also looking at ways to collaborate with media associations, freedom of information groups, foundations, and others.

Deliberation and Citizen Groups

Citizen dialogue is valued and practiced by various groups supported by the foundation:

The Citizens Committee on Education planned a series of public forums (held in January 2005) to solicit views on community needs and opportunities in higher education.

PRIDE conducted several community workshops to explore options for enhancing the new community entrance from the Natcher Bridge and the entrance from the airport on West Parrish Avenue.

Citizens Health Care Advocates panels on health care issues were characterized by balanced perspectives to assist the public in coming to responsible judgment.

ACTION

Supporting Citizens

In 2004, the foundation provided administrative and financial support for the following citizen groups:

- Citizens Committee on Education
- Citizens Health Care Advocates
- Goodfellows
- PRIDE

Owensboro Area World Affairs Council
Unity Coalition

The foundation also launched the following new initiatives:

Neighborhood Alliance Partnership

...to stimulate and support grass roots problem solving

Coalition for the Poor

...to speak out when legislation, programs, or policies have detrimental effects on the poor

...to foster leadership development among the poor

Action Alerts

Following a public panel discussion, Citizens Health Care Advocates issued an “Action Alert” to encourage citizens to share their views about the cigarette excise tax.

The Citizens Committee on Education issued an “Action Alert” for 30 days during the 2004 General Assembly. The alert focused on one fact per day to convey the impact of proposed education budget cuts. Citizens were urged to share their views with legislators.

Direct Services

The Goodfellows Club raised more than \$98,000 during the 2004 “Roll Call” campaign. A new partnership with a WBIO (Cromwell Radio Group), expanded “Soup Days for Kids” and a successful benefit tennis tournament were keys to this year’s success. These contributions (100 percent) are used by schools to provide coats, clothing, shoes, and emergency assistance for disadvantaged students.

Networking and Direct Advocacy

PRIDE representatives are increasingly proactive in monitoring major community developments, promoting high design and landscaping standards to architects and planners of projects such as Fifth Third Bank, Wal-Mart, Daviess County Public Library, and the OMHS Cancer Center.

A PRIDE Public Projects Committee regularly brings together state highway officials, utility companies, transportation planners, government leaders, and others to explore aesthetic enhancements for public projects.

OTHER FOUNDATION INITIATIVES

ODCH Asset Distribution

When the local hospital (OMHS) board of directors dissolved ODCH, Inc. following the buyout of the Catholic Health Partners, ODCH, Inc. assets (approximately \$8 million) reverted to city and county government. The foundation responded to the city-county request for proposals. Our recommendation – that the funds be placed in endowment for ongoing support of health care for the poor and uninsured – was rejected.

Voter Turnout Campaign

The foundation joined the Chamber of Commerce, Business and Professional Women's Association, and the Owensboro Neighborhood Alliance in a project to improve voter turnout in eight target low income precincts during the November 2004 elections. The project involved door-to-door canvassing to 1,000 non-voting households. The election brought forth record turnouts community-wide and in the target precincts.

Promoting Philanthropy

The foundation co-sponsored a series of meetings and presentations by St. Louis philanthropist Desmond Lee. Mr. Lee introduced his initiative to endow university professorships that devote time to community projects.

The foundation participated in and made available several videoconferences for local foundations offered by The Philanthropic Initiative in Boston.

Advocacy Education

The foundation participated in and promoted a videoconference offered by the Justice Resource Center on lobbying opportunities/restrictions for nonprofit organizations.

Exposure for the Foundation

The foundation was profiled in the TPI newsletter and Suzanne Morse's book, *Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Better Future*.

2004 FINANCIAL SUMMARY

The Public Life Foundation is an operating foundation (as opposed to a grant making entity). Financial and staff resources are directed to foundation initiatives.

Endowment Value January 1, 2004	\$	6,619,245
Endowment Value December 31, 2004	\$	7,461,733

Note: Foundation endowment growth in 2004 was due to additional Hager family contributions, capital gains, interest, and dividends.

2004 Expenses

Consulting Fees		2,720
Furniture and Equipment		5,757
Insurance		6,708
Meetings and Travel		7,207
Memberships/Subscriptions		1,662
Misc.		3,381
Personnel		170,369
Postage		2,209
Printing and Copying		382
Professional Fees		4,460
Projects*		
<i>Public Life Advocate</i>	32,475	
Citizens Committee on Education	599	
Citizens Health Care Advocates	3,209	
Goodfellows Club	191	
PRIDE	3,557	
Unity Coalition	990	
World Affairs Council	1,197	
Panels, Forums	2,322	
Other (conference, Go Vote, etc.)	<u>11,153</u>	
Total		55,696
Rent		16,800
Repairs		0
Supplies		3,631
Taxes		9,276
Technology		15,915
Telephone		<u>2,317</u>
TOTAL		305,770

*Direct project expenses are in addition to staff support and in-kind contributions of office space, meeting room, use of computer, Internet and e-mail, phone, cabinets and shelving, copier, printer, postage machine, equipment, and supplies.

	Estimate of 2004 Foundation Staff Time Applied To Projects	Direct Expenses	TOTAL*
<i>Public Life Advocate</i>	56,242	32,475	88,717
Citizens Committee on Education	11,852	599	12,451
Citizens Health Care Advocates	33,055	3,209	36,264
Goodfellows Club	6,681	191	6,872
PRIDE	14,761	3,557	18,318
Unity Coalition	5,775	990	6,765
World Affairs Council	6,077	1,197	7,274
Other	14,950	13,475	28,425
TOTAL	149,393	55,696	205,089

*Staff time and direct project expenses are in addition to in-kind contributions of office space, meeting room, use of computer, Internet and e-mail, phone, cabinets and shelving, copier, printer, postage machine, equipment, and supplies.

2005 Plan Outline

INFORMATION

- Publish six issues of *Public Life Advocate*
- Expand publication visibility and circulation
- Commission special reports as warranted
- Improve web site to enhance accessibility and community dialogue
- Develop educational materials on openness and transparency
- Collaborate with organizations involved in complementary efforts

DELIBERATION

- Frame six issues in publication (for use as dialogue guides)
- Lead community process/dialogue concerning governmental unification
- Organize and host additional community forums/workshops as warranted
- Collaborate with organizations involved in complementary efforts

ACTION

- Continue support of existing and emerging citizen groups:
 - Citizens Committee on Education
 - Citizens Health Care Advocates
 - Goodfellows Club
 - PRIDE
 - Unity Coalition
 - World Affairs Council
- Retain consultant to assist citizen groups in developing a plan toward self-sustainability
- Partner with Owensboro Neighborhood Alliance to bring forth citizen-driven community improvement initiatives.
- Facilitate formation of Coalition for the Poor to represent the voice of the poor and to foster leadership development among the poor

ADMINISTRATION

- Hire Project Manager, restructure staff responsibilities
- Add 1-2 new non-family board members.
- Create advisory committee for the foundation and/or the publication.
- Adopt Personnel Policies, misc. contracts (e.g. Independent Contractor)
- Expand intern program (e.g., KWC student – world affairs).
- Establish foundation volunteer program.
- Convene foundation committees as needed.
- Communicate with board quarterly (reports).
- Conduct two foundation board meetings (May-June, November-December).

2005 BUDGET

Consulting Fees		25,000
Furniture and Equipment		2,000
Insurance		12,000
Meetings and Travel		6,000
Memberships/Subscriptions		1,600
Misc.		2,500
Personnel		203,445
Postage		2,000
Printing and Copying		500
Professional Fees		6,000
Projects*		
<i>Public Life Advocate</i>	50,000	
Citizens Committee on Education	1,000	
Citizens Health Care Advocates	3,000	
Goodfellows Club	1,000	
PRIDE	3,000	
Unity Coalition	1,000	
World Affairs Council	1,000	
Panels, Forums	3,000	
Other (conference, Go Vote, etc.)	<u>1,500</u>	
Total		64,500
Rent		16,800
Repairs		200
Supplies		5,000
Taxes		9,300
Technology		12,000
Telephone		<u>2,750</u>
TOTAL		371,595

*Direct project expenses are in addition to staff support and in-kind contributions of office space, meeting room, work space, use of computer, phone, cabinets and shelving, copier, printer, postage machine, equipment, and supplies.

Public Life Foundation of Owensboro 2005

Board of Directors

John Hager	Chairman of the Board
Sally Wood	Vice President & Treasurer
Kathy Strobel	Secretary

David Adkisson	Lia Hager
Denny Alford	Marjorie Hager
Susie Alford	Stewart Hager
Rodney Berry	Yolla Hager
David Boeyink	Bill Speciale
Bruce Hager	

Staff

Rodney Berry	President/Editor, <i>Public Life Advocate</i>
Beverly Mills	Project Manager
	* Citizens Health Care Advocates
	* Owensboro Area World Affairs Council
	* Public Forums Coordinator
Jean Davis O'Neal	Goodfellows "Roll Call" Administrator
Liz Seibert	Project Manager
	* PRIDE
	* Citizens Committee on Education
	* Unity Coalition
Kathy Strobel	Office Manager/Publication General Mgr.
Sue Trautwein	Assistant to Mr. Hager

Public Life Advocate Editorial Board

John Hager
David Boeyink
Fran Ellers
Ed Staats
Rodney Berry

2005 Citizen Group Leaders

Bruce Kunze	Goodfellows Club
David Kelly	Unity Coalition

Forrest Roberts	Citizens Committee on Education
Marianne Smith Edge	Citizens Committee on Education
Dale Taylor	Citizens Health Care Advocates
Susie Tyler	PRIDE
TBD	Owensboro Area World Affairs Council
TBD	Coalition for the Poor