



## MEMORANDUM

**TO:** Mayor Laurel Lunt Prussing and Members of the City Council  
**FROM:** William R. Gray, Public Works Director  
Michael J. Brunk, City Arborist  
**DATE:** April 9, 2015  
**RE:** Request to Amend Budget to Include Funding for Web Development and Brochure Publication

### Introduction

Staff requests \$17,000 be added to the budget for developing educational videos and how-to information for city web pages. The web pages will include Under the Canopy information such as how to select plant and prune trees and help disseminate City programs to residents and web visitors. Ameren Illinois (\$7,500) and IDNR's Urban and Community Forestry Division (\$9,500) have committed a combined \$17,000 in funds that will be used for this work in return for recognition on the back of the printed Under the Canopy publication and a set number of copies. They are the fourth and fifth sponsors to be recognized on Under the Canopy.

\$17,000 is requested to be added to the approved dollar amount of the FY 14/15 Supplemental Capital Improvement Revenue Fund.

### Fiscal Impact

There are an estimated ten private trees to every one public tree in the Urbana community. Educational outreach has been the best avenue for Urbana to promote proper tree health practices to its residents. Urbana's educational efforts have been recognized and have created statewide support and interest. The Arbor Division has tapped this support to fully fund how-to publications that have become desirable across the state. These latest sponsorships of the Under the Canopy publication will be utilized to develop web based information that will help disseminate tree care, proper community forestry practices and innovative programs to Urbana residents and web browsing visitors. Short how-to video clips are planned to be a component of the web development work. The acquired revenue of \$17,000 will entirely offset the expense of the project so there will be no impact on the city fund balance.

### Recommendation

It is recommended an ordinance revising the annual budget ordinance FY 2014-15 (Capital Improvement Donations, Arbor Programs) be approved.

**ORDINANCE NO. 2015-04-033**

**AN ORDINANCE REVISING THE  
ANNUAL BUDGET ORDINANCE FOR FY2014/15  
(Arbor Programs)**

WHEREAS, the Annual Budget Ordinance of and for the City of Urbana, Champaign County, Illinois, for the fiscal year beginning July 1, 2014, and ending June 30, 2015, (the “Annual Budget Ordinance”) has been duly adopted according to Sections 8-2-9.1 et seq. of the Illinois Municipal Code (the “Municipal Code”) and Division 2, entitled “Budget”, of Article VI, entitled “Finances and Purchases”, of Chapter 2, entitled “Administration”, of the Code of Ordinances, City of Urbana, Illinois (the “City Code”); and

WHEREAS, the City Council of the said City of Urbana finds it necessary to revise said Annual Budget Ordinance by deleting, adding to, changing or creating sub-classes within object classes and object classes themselves; and

WHEREAS, funds are available to effectuate the purpose of such revision; and

WHEREAS, such revision is not one that may be made by the Budget Director under the authority so delegated to the Budget Director pursuant to section 8-2-9.6 of the Municipal Code and section 2-133 of the City Code.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1. That the Annual Budget for FY2014/15, as revised, is hereby revised to provide as outlined in the attached Exhibit A.

Section 2. This Ordinance shall be effective immediately upon passage and approval and shall not be published.

Section 3. This Ordinance is hereby passed by the affirmative vote of two-thirds of the members of the corporate authorities then holding office, the "ayes" and "nays" being called at a regular meeting of said Council.

PASSED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

AYES:

NAYS:

ABSTAINED:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Laurel Lunt Prussing, Mayor

Budget Amendment 2014/15 - Exhibit A						
		<u>Current Budget</u>	<u>Revised Budget</u>	<u>Difference</u>	<u>Reason</u>	
<b>Supplimentary Capital Improvement Programs</b>						
<u>Revenues</u>						
B09-0-0092-0000	Greenscapes Donations	25,000	42,000	17,000	donation revenue	
<u>Total Revenues</u>		<u>1,205,693</u>	<u>1,222,693</u>	<u>17,000</u>		
<u>Expenditures</u>						
B09-1-0300-0185	Greenscapes Endowment	34,196	51,196	17,000	arbor web pages	
<u>Total Expenditures</u>		<u>351,000</u>	<u>368,000</u>	<u>17,000</u>		
<u>Ending Fund Balance</u>		<u>31,816</u>	<u>31,816</u>	<u>-</u>		