

Louisville Metro Council City Agency Request
X Neighborhood Development Fund (NDF)
Capital Infrastructure Fund (CIF)
Municipal Aid Program (MAP)
Paving Fund (PAV)

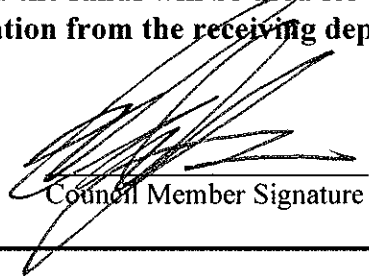
Primary Sponsor: David James

Amount: 10,000 **Date:** 7/24/19

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
Funds will be used to pay invoices pertaining to District 6 services

City Agency: Louisville Metro Parks
Contact Person: Dana Kasler
Agency Phone: 502-574-7275

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose and have the attached documentation from the receiving department concerning the project/expenditure.

6  \$ 10,000 Jul 24, 2019
District # Council Member Signature Amount Date

Approved by: _____
Appropriations Committee Chairman Date
Clerk's Office & OMB Use Only:
Request Amount: _____ Amended Amount: _____
Reference #: _____ To OMB: _____
Budget Revision #: _____
Account #: _____
To Project Manager: _____ Completion Date: _____
Actual Cost: _____ Funds Returned: _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Louisville Metro Parks

Program/Project Name: Fund transfer for District 6 invoices

	Yes/No/NA
Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes
Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?	NA
Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?	NA
Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	NA
Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.	NA
Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.	NA
Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	Yes
Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?	Yes
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes

Submitted by: Shalannah Lyke

Date: 7/29/19

Taylor, Shalanna

From: Kasler, Dana
Sent: Tuesday, July 23, 2019 11:25 AM
To: Taylor, Shalanna
Cc: Veeneman, Andrea R.
Subject: RE: NDF Transfer

Shalanna-

We will accept the funds. I have copied Andrea Veeneman, our Fiscal Administrator.

Regards,

Dana

Dana Kasler
Director
Louisville Parks and Recreation
P.O. Box 37280
Louisville, KY 40233-7280
502-574-PARK (7275)
Dana.Kasler@louisvilleky.gov



LOUISVILLE
PARKS
AND RECREATION



From: Taylor, Shalanna <Shalanna.Taylor@louisvilleky.gov>
Sent: Tuesday, July 23, 2019 10:46 AM
To: Kasler, Dana <Dana.Kasler@louisvilleky.gov>
Subject: FW: NDF Transfer

Hello Dana –

Just following up on the request below...

Thank you,



Shalanna Taylor
Legislative Assistant
President David James District 6 Office
601 W. Jefferson Street Louisville, Ky 40202
| Office: 502-574-1106 |

|Direct: 502-574-3910|

From: Veeneman, Andrea R. <Andrea.Veeneman@louisvilleky.gov>
Sent: Monday, July 15, 2019 5:41 PM
To: Kasler, Dana <Dana.Kasler@louisvilleky.gov>; Canuel, Jason T <Jason.Canuel@louisvilleky.gov>
Cc: Taylor, Shalanna <Shalanna.Taylor@louisvilleky.gov>
Subject: Fw: NDF Transfer

Do you accept the transfer of these funds?

From: Taylor, Shalanna
Sent: Monday, July 15, 2019 4:37:57 PM
To: Veeneman, Andrea R.
Subject: NDF Transfer

Hello Andrea,

We would like to transfer \$10,000 of our NDF fund to our Parks NDF account.
We have 3 invoices from luv it landscaping that we would like to pay thru our parks account once the funds are transferred.
Please let me know if there is anything else you will need from me.

Thank you,



Shalanna Taylor
Legislative Assistant
President David James District 6 Office
601 W. Jefferson Street Louisville, Ky 40202
|Office: 502-574-1106|
|Direct: 502-574-3910|

Taylor, Shalanna

From: Hoover, Mark J
Sent: Friday, July 26, 2019 10:25 AM
To: Taylor, Shalanna
Subject: FW: Back to School August 10
Attachments: Radio Spot Cali Comm.pdf

Here is an invoice for the radio spot we did. It was \$300. We are looking at how to spend the \$700 as effectively as possible. I will get that to you shortly.

From: 4 YOURKIDS ENTERTAINMENT <4yourkidsent@gmail.com>
Sent: Thursday, July 25, 2019 5:44 PM
To: Hoover, Mark J <Mark.Hoover@louisvilleky.gov>
Subject: Re: Back to School August 10

CAUTION: This email came from outside of Louisville Metro. Do not click links or open attachments unless you recognize the sender and know the content is safe

All-

Please see attached radio schedule and invoice for the event. The commercial spot will be done tomorrow.

Mark - when are we thinking a check will be ready?

Best,
Walter L. Murrah III
Owner | Chief Operations Manager
4YourKids Entertainment LLC
2043 S. Shelby Street Suite # 2
Louisville, KY 40217
Office: (502)414-7774 Ext. 101
Fax: (502)414-7774
Email: 4YourKidsEnt@gmail.com
Twitter: www.Twitter.com/4YourKidsEnt
Facebook: www.facebook.com/4YourKidsEnt
Instagram: www.Instagram.com/4YourKidsEnt

We Are.....4YourKids Entertainment!
Cartoon Mascots | Dj Services | Event Planning & Design | Birthday Invitations | Party Supply Rentals

4 YOUR KIDS



From: LORA WILSON
 Phone: (502) 625-1252
 Email:
 7/25/2019 5:01 PM

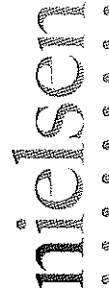
Flight Dates: 08/05/2019 - 08/11/2019
 Demo: P 12+

Radio Market: LOUISVILLE
 Survey: SP19 SD
 Geography: Metro

ScheduleDescription:
 BACK - TO -SCHOOL 2019

Daypart	Daypart Code	Spots	Length	Unit Rate	Frequency	CPP	Average Rating	Total Cost	% of Total Cost	% Reach	Net Reach
		10		\$30.00	2.0	\$50.00	0.6%	\$300.00	100%	2.7%	28,300
WGZB-FM		10		\$30.00	2.0	\$50.00	0.6%	\$300.00	100%	2.7%	28,300
Flight A - 1 wk (08/05)											
One Week Total		10		\$30.00	2.0	\$50.00	0.6%	\$300.00	100%	2.7%	28,300
	M-F 7P-12M	10	60	\$30.00	2.0	\$50.00	0.6%	\$300.00	100%	2.7%	28,300

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: LOUISVILLE; SP19 SD; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.
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4 YOUR KIDS



From: LORA WILSON
 Phone: (502) 625-1252
 Email:
 7/25/2019 5:01 PM

Schedule Grand Totals: 1 Week

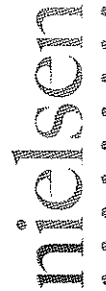
Stations	Spots	Unit Rate	Frequency	CPP	Average Rating	Total Cost	% of Total Cost	% Reach	Net Reach
Radio Total	10	\$30.00	2.0	\$50.00	0.8%	\$300.00	100%	2.7%	28,300
WGZB-FM	10	\$30.00	2.0	\$50.00	0.6%	\$300.00	100%	2.7%	28,300

Accepted by Station _____
 Date _____

Accepted by Client _____
 Date _____

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
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Detailed Sourcing Summary

Radio Market: LOUISVILLE
Survey: Nielsen Radio Summary Data Spring 2019
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Persons 12+ (Primary)	1,052,300	2,449

Stations: User Selected
Additional:
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area. Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

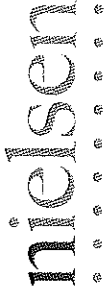
Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://irre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/RR8/2019SPR/00055/pdfs/SpecialNotices.pdf>

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P.O. Box 17192
Louisville, KY 40217

Invoice

Number: 8548

We Don't Leave until you say you "Luv-It"

Date: 7/15/2019

Bill To:

Shalanna Taylor
Councilman David James
601 W Jefferson St
Louisville, Ky 40202

Ship To:

Shalanna Taylor
Councilman David James
601 W Jefferson St
Louisville, Ky 40202

Home Phone

Work Phone

Description:	Amount
22nd & Dumesnil remove old fleur de lis and concrete install new fleur de lis	\$360.00
15th & Hill trim deweed spray haul and dump	\$250.00
Thank You for your business!	

Total \$610.00

Shalanna Taylor



P.O. Box 17192
Louisville, KY 40217

We Don't Leave until you say you Luv-It

Invoice
Number: 8320

Date: 7/1/2019

Bill To:
Shalanna Taylor
Councilman David James
601 W Jefferson St
Louisville, Ky 40202

Ship To:
Shalanna Taylor
Councilman David James
601 W Jefferson St
Louisville, Ky 40202

Home Phone _____ Work Phone _____

Description:	Amount
15th & Hill landscape work	\$3,280.00
20 green giant 100-120 yards of chips edge and regrade remove soil from walk clean up 3 men (4-5 days) extra rock for drain	\$500.00
Total	
	\$3,780.00

Shalanna Taylor



P.O. Box 17192
Louisville, KY 40217

Invoice
Number: 8378

We Don't Leave until you say you "Luv-It"

Date: 7/1/2019

Bill To:
Shalanna Taylor
Councilman David James
601 W Jefferson St
Louisville, Ky 40202

Ship To:
Shalanna Taylor
Councilman David James
601 W Jefferson St
Louisville, Ky 40202

Home Phone: 574-1106 Work Phone:

Description:	Amount
7th & Magnolia	
Repair wall from car accident	\$2,450.00
Backfill	
reset block and plants	
clean up	
Thank You for your business!	
Total	\$2,450.00

Shalanna Taylor

total 3 (invoices)
6,840.00