



ORDINANCE # \_\_\_\_\_

**BUNCOMBE COUNTY, NORTH CAROLINA**  
**General Fund**

**BOARD MEETING DATE: July 21, 2020**

**WHEREAS, the Budget Director recommends and the Board now desires to amend the FY2020-2021 General Fund as outlined below in Exhibit "A" to the budget, NOW THEREFORE,**

**BE IT ORDAINED** by the Board of Commissioners for the County of Buncombe as follows:

1. That the FY 2020-2021 amendments listed in Exhibit A below be hereby adopted.
2. That this ordinance shall be effective upon adoption.

**ADOPTED** this 21st day of July, 2020.

**Requesting Department:** Public Health  
**Budget Amendment Item:** WIC Special Funding Opportunity

**Description:**

The WIC Program is designed to provide food to low-income pregnant, postpartum and breastfeeding women and their infants and children until the age of five. This one-time funding will assist our local agency in its efforts to provide supplemental nutritious foods, nutrition education, and referrals to health care for low-income persons during critical periods of growth and development, promote increased program participation, and encourage participant retention. Specifically, the funding will be used to support a targeted outreach campaign utilizing multiple marketing platforms, which will include: radio, targeted display, and social media. The effort will achieve message saturation for the Buncombe County WIC program and reach Hispanic communities in addition to millennial parents, many of whom are in WIC's target population. Funding will also be used to purchase eight laptops and docking stations for WIC staff who currently have desktop computers. This effort will increase efficiency of services, possibilities for innovation such as telehealth, and provide staff with the ability to be more mobile when coverage is required at multiple WIC sites.

**Funding Source:** Federal funding from US Department of Agriculture (Food and Nutrition Service) passed through NC Department of Public Health

<b>Exhibit A:</b> <b>Account Description</b>	<b>Increase (Decrease)</b>	
	<b>Revenues</b>	<b>Expenditures</b>
Fund 100 Public Health 4210: Restricted Intergovernmental	\$ 32,742	
Fund 100 Public Health 6060: Office Expenses		\$ 8,792
Fund 100 Public Health 6160: Advertising		\$ 23,950
<b>TOTAL</b>	<b>\$ 32,742</b>	<b>\$ 32,742</b>

**ATTEST:**

**BOARD OF COMMISSIONERS FOR  
THE COUNTY OF BUNCOMBE:**

\_\_\_\_\_  
Clerk to the Board

By: \_\_\_\_\_  
Chairman of the Board