

Mayor  
Ed Martin  
Mayor Pro Tem  
Tom Buford  
Councilmembers  
Ron Allvin  
Lynda Lahodny  
Tom Purvis



Department of  
Administrative  
Services

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To: Lemoore City Council  
From: John Tyler, Administrative Intern *JTB*  
Date: December 7, 2001  
Subject: City Council Meeting Videotape/Broadcast

**STUDY SESSION**

*2*

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**Background:**

In November, City Staff was directed to research the possibility of having City Council meetings recorded and televised on the local cable network. As part of a signed agreement between Continental Cablevision (now AT&T Broadband) and the City of Lemoore, the City has the right to air government related events on the "Educational and Governmental (EG)" channel reserved by the cable company for such broadcasts. In an effort to estimate the production costs of this type of project, the following cities were surveyed: Avenal, Clovis, Coalinga, Corcoran, Delano, Dinuba, Firebaugh, Fresno, Hanford, Madera, Reedley, Sanger, Selma, Tulare, and Visalia. Interestingly, the only city other than Fresno that televises their meetings is Coalinga. Therefore, the budget impact in the next section will reflect two models of production: the City of Fresno (at the high end), and the City of Coalinga, (at the low end).

**Budget Impact:**

According to Randy Reed, Director of Public Affairs at the City of Fresno, up until just recently, AT&T Broadband has provided the recording and broadcast services free of charge as part of their franchise agreement with the City of Fresno. This agreement has come under some scrutiny lately and the City is being forced by AT&T to take over production themselves or pay a costly fee. In response to that demand, the Administration is currently in the process of purchasing a A/V system and implementing internal production of the recordings. The estimated capital expenditure, according to Mr. Reed, will exceed \$50,000. This will provide a remote controlled multi-camera system (Parkervision) that can be operated by one technically trained City employee. The salary and training costs of the employee will also be a consideration. Mr. Reed, an 11 year AT&T employee, is confident that their City can produce the recordings at a substantial savings, compared with the cost of using the AT&T services.

The second alternative is to follow the Coalinga model. The City Council of the City of Coalinga uses the services of Mr. Glen Mitchell, a biology teacher at the local High School. Mr. Mitchell, along with two assistants, uses three cameras and a small, portable recording studio to tape the Council Meetings on Thursday night. He then edits and produces a hard copy in S-VHS format which the local cable company plays. This works well for Coalinga. The capital outlay is

estimated at \$20,000 for the recording equipment and an annual fee paid to Mr. Mitchell of \$7,200 for services rendered. Mr. Mitchell also uses \$5,000 of his own equipment.

**Recommendation:**

None, for City Council Discussion.

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JB/jwt  
cc: City Council

Minutes of the Study Session of the  
LEMOORE CITY COUNCIL  
December 18, 2001

ATTENDANCE:

Mayor Martin; Councilmembers Allvin, Buford, Lahodny, Purvis; City Manager Froberg; City Attorney Bacigalupi; Asst. City Manager Hoggard; Public Works Director Wlaschin; City Clerk Murray; Police Chief Morrell; Asst. City Manager Britz; Assoc. Planner Smyth.

(1.0794)

DISCUSSION - WELL NO. 12 - WATER TREATMENT OPTIONS:

Public Works Director Wlaschin briefed the Council regarding status of the water produced from Well No. 12. The findings confirm that the water does meet all State Health Standards. With the shut down of the well, Kleinfelder has made recommendations for actions to help solve the turbidity issue which will be initiated in January at an approximate cost of \$10,000 for samples, pulling the pump and column, and video taping the well. City Manager Froberg made the comment that staff appreciates citizens contacting the City Public Works or Corporation Yard to help in solving this issue. He also emphasized that there is absolutely no health risk involved in drinking water produced from Well 12.

(1.0020)

DISCUSSION - COUNCIL MEETING VIDEOTAPING:

Administrative Intern John Tyler discussed research findings of video taped meetings in Valley Cities. Only Fresno and Coalinga, of the cities researched, videotape their meetings, at costs ranging above \$50,000 to a low end of \$30,000.

After much Council discussion on the pros and cons, cost and effectiveness of different methods of communicating, Council consensus was that Staff contact the High School to determine the feasibility, use of students, and the cost of videotaping, as well as surveying the citizens through the City Newsletter for their input.

RDA MEETING: At 6:16 p.m., Council adjourned to sit as the Redevelopment Agency of the City of Lemoore and reconvened at 6:23 p.m.

ADJOURNMENT: At 6:25 p.m., Council adjourned to the Regular Meeting at 7:30 p.m.

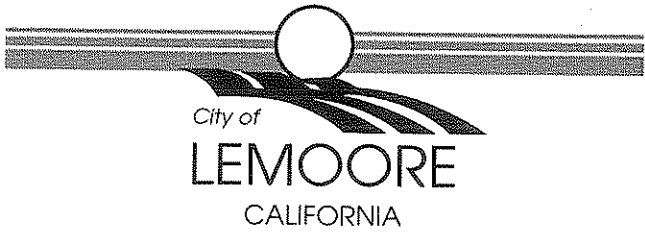
Minutes of the Regular Meeting of the  
LEMOORE CITY COUNCIL  
December 18, 2001

ATTENDANCE:

Mayor Martin; Councilmembers Allvin, Buford, Lahodny, Purvis; City Manager Froberg; City Attorney Bacigalupi; Asst. City Manager Hoggard; Public Works Director Wlaschin; Chief Planner Verma; City Clerk Murray; Parks and Recreation Director Hernandez; Police Chief Morrell; Asst. City Manager Britz; Financial Services Manager Cota.

*File - Video tapes folder*

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To: Lemoore City Council  
From: John Tyler, Administrative Assistant *JTB*  
Date: January 28, 2002  
Subject: City Council Meeting Videotape/Broadcast

**Background:**

This is a follow-up report to the December 18<sup>th</sup> City Council instructions to further investigate the possibilities of filming the meetings and broadcasting them on the cable access channel provided by AT&T. City staff was directed to investigate outside the boundaries of the Central Valley. Santa Barbara, San Luis Obispo, and Morro Bay all broadcast their meetings, however, the available funds in these cities allow for costs of production to exceed even that of Fresno.

\*\*Councilmembers have already reviewed most of this information; however, there have been a couple of additions near the end of the report.

Santa Barbara is at the top of the range. When the median income of a city is over \$200,000, you know they have the funds do whatever they want. They use the local TV station to come in and film the meetings and do a live broadcast. Their annual budget for this purpose is \$330,000, which comes out of the General Fund, and they also receive an annual Grant of \$35,000 to add to that budget. San Luis Obispo is quite a bit less than that.

San Luis Obispo's system design began in 1995. The following is a quote from a letter sent by Lee Price, the City Clerk in SLO:

*2/19/02*

"In 1995, we negotiated with our cable operator (once Sonic, now Charter) for \$120,000 for the purpose of designing and installing cablecast equipment at City Hall to enable us to broadcast live and videotape Council and Planning Commission meetings...I came on board in 1998. We hired Buske Group to help us with the design. The system (which is an actual control room and four remotely operated cameras) was installed by the Waterford Group in 1999. The system cost us \$95,000 and design was about \$20,000. In 1999 I got the Council to approve an additional \$44,000 for some in Chamber technology improvements (a document camera to replace the old overhead projector and related hardware/integration and new audio equipment)...I have since bought two additional Super-VHS playback VCRs to enhance our replay capability (we began with four playback units, now we [have] 6). We have long meetings!!!!!"

Morro Bay is no different. I spoke with Janeen Burlingame, the Management Analyst in charge of overseeing the broadcast production process for that town. Their system is different than both mentioned above. They have no equipment of their own, except for the audio equipment already present in Council Chambers, and they use an outside company (AGP Video) to come in and produce the tape. Morro Bay City Council just passed a resolution that provided the monies for the next three years to pay AGP Video. This year the fee is \$55,000, next year it increases to \$60,000, and the third year it goes up again to \$67,000. After that, it will have to be renegotiated. It is interesting to note that Morro Bay system started in the same way as our Council is suggesting. Initially, Morro Bay used volunteers to come in and produce the recording using Handycams and such, but the quality of picture and sound were not up to par, so the Council had to agree to go the more expensive route to ensure the quality of the recording. The volunteers also became unreliable and inconsistent. Meeting times were extended and now the average meeting goes 6 hours. The lesson to be learned from Morro Bay is that once a project like this is begun, it's hard to stop, even if it's not working out. We must be certain that we are committed to a long-term project before we even get started. And we must also understand that the budget we start with today is going to balloon over time.

It has been suggested that we use a service completely independent of the City Staff (as is the case with Morro Bay). Glenn Mitchell, whom you'll remember as the Biology teacher/Video tech from Coalinga and president of Vidcomm Productions, has offered to do all the necessary work with his own equipment, minimizing our financial responsibility, for an estimated fee of \$12,000 per year (\$462 per meeting). \*\*According to Mr. Mitchell, this plan would still require a small start-up investment to cover blank tape, tape storage and transportation of the tape to the Cable Company, as well as upgrades to the current in-house audio system. (These costs are yet undetermined.)

Tom Baer, a marketing representative for AT&T in Sacramento, was contacted to gain verifiable statistics of their cable coverage in our City. According to Mr. Baer, there are currently 7,556 total available homes within city limits. As of August 2001, AT&T was broadcasting into 3,722 of those homes, a 49% market share. This number is on a slightly declining curve due to an increase in customers switching to satellite (Dish Network) and dropping cable service.

We feel that it is relevant to mention certain survey statistics brought up at the last Council meeting. In both 1998 and 2000, a citizen survey was conducted and the question was asked, "How can we [the City] best communicate with you [the citizen]?" The overwhelming number of citizens responded with Newspaper/Newsletter being their favorite choice (90%). Cable TV received the lowest survey scores of all the choices in both years (0.5% in '98 and 1.2% in '00).

Finally, Lemoore High School was contacted. As it stands, there has been a considerable amount of difficulty finishing a past video request that has been in the works for over 6 months. At this time, Mr. Everett Ehda, who would be in charge of the video production at the High School, is in partial retirement. Any further project load on Mr. Ehda may be difficult to accomplish.

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**Budget Impact:**

Self-explanatory.

**Recommendation:**

None at this time. Further consideration is necessary.

Minutes of the Study Session of the  
LEMOORE CITY COUNCIL  
February 19, 2002

**ATTENDANCE:**

Mayor Martin; Councilmembers Allvin, Buford, Lahodny, Purvis; City Manager Froberg; City Attorney Bacigalupi; Public Works Director Wlaschin; City Clerk Murray; Asst. City Manager Brittz.

**DISCUSSION – VIDEOTAPING LEMOORE CITY COUNCIL MEETINGS:**

At the request of Councilmembers Allvin and Purvis, Staff has been investigating the possibilities of taping the Council meetings. A review of Valley cities showed that only the cities of Fresno and Coalinga videotaped their Council meetings. Expenses are as follows:

City of Fresno	\$50,000 capital expenditures Costs for one employee
City of Coalinga	\$20,000 capital expenditure \$7,200 outside services

Staff was then directed to review cities outside the Valley. Santa Barbara, San Luis Obispo and Morro Bay all tape their meetings. Expenses are as follows:

Santa Barbara	\$330,000 annual budget \$35,000 grant
San Luis Obispo	\$279,000 design and installation
Morro Bay	\$55,000 outside company

Councilmembers Allvin and Purvis stated that they still wanted to pursue videotaping although they did not want to spend a large amount of money to do it.

Councilmembers Buford, Lahodny and Martin agreed that there were better ways to spend City funds and suggested that the newsletters be sent more frequently. Mayor Martin stated that he did not see a demand from the public for videotaping and had never had citizens ask for it.

**STATUS REPORT – STRATEGIC FINANCIAL POLICY FUNDS:**

The Council adopted a Strategic Financial Policy last year, which set reserve levels and helped guide the budget process. The 2001-2002 Budget implemented the Policy. Asst. City Manager Brittz reviewed the reserve funding levels, which showed that all of the required contributions had been made.

**RDA MEETING:** At 5:50 p.m., Council adjourned to sit as the Redevelopment Agency of the City of Lemoore and reconvened at 6:03 p.m.