



# City of Muscatine



## MUSCATINE CITY COUNCIL

### Agenda Item Summary – Regular Meeting

Date June 2, 2022

#### STAFF

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Carol Webb, City Administrator

#### SUBJECT

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Agreement between the City of Muscatine and Eastern Iowa Community College District/Muscatine Community College to provide video production and cablecast services for Fiscal Years 2022 through 2025.

#### EXECUTIVE SUMMARY

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Presented for the City Council’s consideration is approval of a video production and cablecast service 28E agreement between the City of Muscatine and the Eastern Iowa Community College District/Muscatine Community College. This agreement provides the City with video production and cablecast services. In exchange for these services, the City will provide an annual allocation of \$17,145 in FY23, \$17,659 in FY24, and \$18,188 in FY25 to the College.

#### STAFF RECOMMENDATION

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Staff recommends approval of the agreement.

#### BACKGROUND/DISCUSSION

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As part of the agreement, the College will provide the following services:

- The College will operate *Civic TV Access Channel 2(702)* for the City including the scheduling and playback of city council meetings and special city events.
- The College will provide a qualified technical crew person for the production of any live meetings:
- Provide technical expertise in the development of special event and program production:

The College will be paid a base fee for the production of council/board meetings and management of the access channels. This fee will be paid on or about July 1st of each year of the agreement. *Each subsequent year of the contract, the base fee will be increased 3%.*

**CITY FINANCIAL IMPACT**

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The cost of this service is included in the Council-approved FY23 budget.

**ATTACHMENTS**

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Proposed Video and Cablecast Services agreement



# EASTERN IOWA COMMUNITY COLLEGES

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## CLINTON ♦ MUSCATINE ♦ SCOTT

**AN AGREEMENT BETWEEN  
EASTERN IOWA COMMUNITY COLLEGE DISTRICT/  
MUSCATINE COMMUNITY COLLEGE  
AND  
THE CITY OF MUSCATINE**

In accordance with Chapter 28E of the Code of Iowa and for the purpose of providing video production and cablecast services, Muscatine Community College/Eastern Iowa Community College District, for the city of Muscatine, subject to the approval of their respective governing boards, have entered into the following agreement:

1. **ADMINISTRATION:** This agreement will be administered by Muscatine Community College, part of Eastern Iowa Community College District.
2. **FINANCING:** An agreed upon base fee shall be paid on or about July 1st of each fiscal year, with all other services paid on an as contracted and completed basis. The College will furnish quarterly reports accounting for production and cablecast services used during the previous quarter.
3. **FACILITY:** This agreement is intended to be a consortium arrangement with the college responsible for studio, equipment maintenance and provision of access to equipment for responsible parties as needed.
4. **MATERIALS:** Materials as required for cablecast and archives shall be ordered by the College and charged to the contract. A quarterly "Materials Used" report will be furnished to all parties upon request.
5. **EQUIPMENT:** Muscatine Community College will maintain a current inventory list and is responsible for the daily and long-term maintenance of all equipment covered under this agreement. It is further agreed that additional capital equipment purchases may be necessary to ensure production and cablecast quality. No equipment shall be purchased without the agreement of both parties.
6. **TRANSPORTATION:** Cost of mileage incurred in the facilitation of this contract is included in the base contract cost as provided in paragraph 2.
7. **COMMUNICATION:** Each of the parties shall identify an individual to represent the respective parties on a day-to-day basis with quarterly updates furnished by the college to the City. These persons will be named separately from this contract.
8. **STARTING DATE:** This agreement replaces the existing 28E Agreement and will be effective **July 1, 2022 for three years and ending June 30, 2025.**
9. **EVALUATION:** This agreement is subject to evaluation on an annual basis by all parties. Termination of the agreement may occur based on the outcome of an evaluation but all parties must be notified prior to July 1 of any year within the agreement.
10. **OTHER:** The fee structure, reporting criteria, and evaluation are attached and considered to be a part of this agreement. (see attachment "A" pages 1 & 2)

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Eastern Iowa Community College District

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Date

City of Muscatine

Date

**Resources**

*(Attachment A- Pg. 1)*

1. The City will continue to provide the City Council Chamber at City Hall for the cablecasting and streaming of School Board, City Council meetings and other governmental bodies as the need arises.
2. The City will continue to have resources of near similar dollar value to purchase services from the College as in the previous years of the agreement.
3. City Council Meeting broadcasts will be displayed on Machlink Fiber / Civic TV Access Channel 2 (702) and streamed to the city's YouTube Channel. Municipal Announcements and Information will be created and displayed on Civic TV Access Channel 2 (702) between programming.

**Requests for Services**

1. The College will operate one channel for the City:

*Civic TV Access Channel 2(702)*

Coordinate the scheduling and playback of city council and school board meetings as well as special city events. Digital media posts will be produced and displayed on this channel that include programming scheduling, municipal announcements and other important and timely information.

2. The College will provide a qualified technical crew person for the production of any live meetings:
  - a) Provide a qualified camera/equipment operator at each city council meeting.
  - b) Supervise the cablecast quality of meetings originating at City Hall.
  - c) The City anticipates that it will need approximately 87.5 hours for council meeting each year.
3. The City wants the College to provide technical expertise in the development of special event and program production:
  - a) Provide a qualified individual and a mutually agreed upon rate for the development of video programming as requested by authorized City Staff.
4. The College will be paid a base fee for the production of council/board meetings and management of the access channels. This fee will be paid on or about July 1st of each year of the agreement. *Each subsequent year of the contract, the base fee will be increased 3%.*
5. Estimated annual budget:

**BASE FEE**

Government Access Channel General Operation

- City Council Meeting w/ Crew Person (87.5 hours, 35 meetings @ 2.5 hours/each)
- Production and Management of Video Displays (100 hours)
- Technical Duties (36 hours)
- Re-Broadcasting-Playback, Scheduling, Management (48 hours)

*(Attachment A- Pg. 2)*

<b>BASE YEARLY EXPENSE</b>	<b>Fiscal 22/23</b>	<b>\$17,145</b>
	<b>Fiscal 23/24</b>	<b>\$17,659</b>
	<b>Fiscal 24/25</b>	<b>\$18,188</b>

**AS NEEDED CONTRACTED FEES**

The MCC Video Department will charge the following rates for Video/TV services performed for the City of Muscatine that are above and beyond the Base Fee Duties. All services will be authorized by the City of Muscatine prior to performance, excluding previously agreed upon productions:

1. 4th of July Parade
2. City Hall Chambers LIVE Broadcasts\* (including City Candidate Forums)
3. General communications videos (including short format PSA's, commercials)

Other City department videos (i.e. Muscatine Art Center, Musser Library Events, Police/Fire, etc.)

*\*Funded by County and/or School district when relevant*

NOTE: Productions above and beyond those listed will be subject to pre-approval and/or refusal.

Based on past usage, it is estimated that the City will use 30 hours of MCC Video Department services  
\$85/hr for single operator field productions  
\$85/hr for post-production editing  
\$150/hr for switched two operator field productions

ESTIMATED YEARLY EXPENSE \$2640.00

MATERIALS AND SUPPLIES

ESTIMATED YEARLY EXPENSE

\$100.00

Signature:   
Cinda Hilger (Jun 6, 2016 16:54 CDT)

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