

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 05/29/07		Item Number: <u>J-1</u>	
AGENDA ITEM: A Joint Item to Approve an Amendment to Extend the Existing Professional Services Agreement with Imagery Video Productions to Provide Video Operations Services to Broadcast and Videotape Meetings of the City Council, Redevelopment Agency and City Commissions, and Special Meetings or Events, for an Additional Three-Year Term and an Optional Two-Year Extension.			
Contact Person/Dept.: Shelly Wolfberg, Intergovernmental Relations Officer		Phone Number: (310) 253-6008	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Imagery Video Productions, Video Services Unlimited, Master Notification List (05/24/07)			
Department Approval: Martin R. Cole (05/23/07)		City Attorney Approval: Carol Schwab (by H. Iker) (05/16/07)	
City Controller Approval: Marlee Chang (05/23/07)		City Manager Approval: Jerry B. Fulwood (05/23/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency approve an amendment to the existing professional services agreement with Imagery Video Productions to continue providing broadcasting and videotaping services for meetings of the City Council, Redevelopment Agency and City Commissions, and special meetings or events, for an additional three-year term with an optional two-year extension. <u>BACKGROUND/DISCUSSION:</u> Since 1997, Imagery Video has been providing video operations services to the City of Culver City. Imagery Video personnel have provided excellent service relative to the scope of work required to operate both the Council Chambers' former system and the system recently installed. Further, Imagery Video has video taped Town Hall meetings and various Commission meetings which have taken place outside the Council Chambers. On March 12, 2007, upon completion of the upgrades to the audio/video system, the City Council authorized staff to issue the release of a Request for Proposals for Video Operator Services. Staff mailed proposals to various companies in the area and advertised a Public Notice in the Culver City News. Staff also required a mandatory walk-through of the Council Chambers' audio/video system. The following firms participated in a mandatory walk-through of the system: Imagery			

City of Culver City, California
City Council Agenda Item Report

Video Productions, Video Services Un-Limited, and Fovea Video Productions. Both Imagery Video Systems and Video Services Un-Limited submitted complete proposals by the April 26, 2007 deadline. The following table summarizes the submissions:

	Imagery Video Productions	Video Services Un-Limited, LLC
Project Team/Relevant Experience	• Six qualified team members • Multi-Camera government meetings • Camera operators • Local City-sponsored event coverage • Promotional spot production • Video conferences • Multiple City meeting broadcast experience • Current Culver City video operator	• Four qualified team members • Feature film and documentary production • Network video coverage • Videography • Post Production • Former City of Los Angeles Audio/Video employee on the project team
Cost Proposal	• \$200/three hours on-air flat fee from City Hall or on location • \$40/each on-air hour after first three hours • All time needed for meeting setup and strike would be included in three hour charge • \$100 package rental fee-taping outside City Council Chambers • \$40/hour for additional services	• \$70/hour on-air flat fee from City Hall • \$500/first two hours Taping outside City Council Chambers; \$100/each additional hour; \$600/four hours; \$900/eight hours • \$75/hour for post production additional services • \$100 up to two hour DVD for DVD scene selection • \$15 each per 8-1/2 x 11" page photos from video
Work Sample	• Samples of meetings and special events in Culver City and other City/School District Board meetings	• Public service announcements, corporate marketing productions, no meeting samples

City of Culver City, California
City Council Agenda Item Report

Both proposals were considered to be complete, however Video Imagery Productions presented the most relevant experience as outlined in the proposal and in the DVD provided. Generally, services for this contract period will include broadcasting meetings in the Council Chambers, Patacchia Conference Room, and Town Halls, with any additional services requiring additional funding to be considered and allocated by the City Council in the future.

Imagery Video Productions has increased its costs for the first time in ten years from \$175 per three hour meeting to \$200 per three hour meeting. Due to the positive experience with Video Imagery's services, the firm's most relevant project experience, and the competitive rate being considered, staff recommends the Council consider awarding the multi-year contract to Imagery Video Productions.

FISCAL ANALYSIS:

For the remainder of FY 2006-07, there are adequate funds to pay Imagery Video Productions in amounts not to exceed \$11,000 from General Fund Account Number 10110000.619800 and \$1,000 from Redevelopment Agency Fund Account Number 59190400.619800. These estimates are based on actual amounts paid to Imagery Video Productions in FY 2005-06. For FY 2007-08, FY 2008-09, and FY 2009-10, the estimated annual costs are: \$25,500 from General Fund Account Number 10110000.619800 and \$6,000 from Redevelopment Agency Fund Account Number 59190400.619800 (Other Contractual Service Account).

ATTACHMENTS:

Imagery Video Productions Proposal.

MOTION:

That the City Council and Culver City Redevelopment Agency:

1. Approve an amendment to the existing professional services agreement among the City of Culver City, the Culver City Redevelopment Agency, and Imagery Video Productions to extend the term of the Agreement until June 30, 2010, with an optional two-year extension, at the rate of \$200 for three hours and \$40 per hour thereafter, for a maximum amount of \$31,500 annually, subject to the Culver City Redevelopment Agency paying a maximum amount of \$6,000 annually during the contract period; and
2. Authorize the City Attorney to prepare/review the necessary documents and authorize the City Manager to execute said documents on behalf of the City.