

CITY OF OWOSSO
SPECIAL MEETING OF THE CITY COUNCIL
MONDAY, JUNE 30, 2014
7:00 P.M.

**Meeting to be held at City Hall
301 West Main Street**

AGENDA

**OPENING PRAYER:
PLEDGE OF ALLEGIANCE:
ROLL CALL:**

ADDRESSING THE CITY COUNCIL

1. Your comments shall be made during times set aside for that purpose.
2. Stand or raise a hand to indicate that you wish to speak.
3. When recognized, give your name and address and direct your comments and/or questions to any City official in attendance.
4. Each person wishing to address the City Council and/or attending officials shall be afforded one opportunity of up to four (4) minutes duration during the first occasion for citizen comments and questions. Each person shall also be afforded one opportunity of up to three (3) minutes duration during the last occasion provided for citizen comments and questions and one opportunity of up to three (3) minutes duration during each public hearing. Comments made during public hearings shall be relevant to the subject for which the public hearings are held.
5. In addition to the opportunities described above, a citizen may respond to questions posed to him or her by the Mayor or members of the Council, provided members have been granted the floor to pose such questions.

PROCLAMATIONS & SPECIAL PRESENTATIONS

1. Proclamation – Sarah Warren-Riley. A Mayoral Proclamation recognizing Housing Program Manager Sarah Warren-Riley for her years of service to the City on the occasion of her acceptance to the PhD program at Southern Illinois University.

CONSENT AGENDA

1. Boards and Commissions Appointments. Consider the following Mayoral Boards and Commissions appointments:

NAME	BOARD/COMMISSION	TERM EXPIRES
Jennifer Mahoney	Historical Commission	12-31-2016
Randy Horton*	Zoning Board of Appeals	06-30-2017
Michael Bazelides*	Local Development Finance Authority/ Brownfield Redevelopment Authority	06-30-2018
Carl Ludington*	Building Board of Appeals	06-30-2017
Sam McLaren*	Building Board of Appeals	06-30-2017
Tom Taylor*	Planning Commission	06-30-2017
Brent Smith*	Planning Commission	06-30-2017

*Indicates reappointment

ITEMS OF BUSINESS

1. Street Bond Proposal. Discuss terms of a potential street bond proposal for the November 4, 2014 General Election ballot.

2. Broadcasting Public Meetings. Discuss the broadcasting of public meetings and the funding to support this activity.
3. Osburn Lakes Development. Discuss the future of the Osburn Lakes housing development.

CITIZEN COMMENTS AND QUESTIONS

NEXT MEETING

Monday, July 07, 2014 at 7:30 p.m.

BOARDS AND COMMISSIONS OPENINGS

Historical Commission, term expiring December 31, 2016

ADJOURNMENT

The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon seventy-two (72) hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids or services should contact the City of Owosso by writing or calling the following: Amy K. Kirkland, City Clerk, 301 West Main Street, Owosso, MI 48867 or at (989) 725-0500. The City of Owosso Website address is www.ci.owosso.mi.us.



MEMORANDUM

301 W. MAIN ▪ OWOSSO, MICHIGAN 48867-2958 ▪ WWW.CI.OWOSSO.MI.US

DATE: June 23, 2014

TO: Mayor Frederick and the Owosso City Council

FROM: Amy K. Kirkland, City Clerk

SUBJECT: Broadcasting City Meetings

RECOMMENDATION:

I recommend the Council consider eliminating the cable access channels in favor of the provision of video-on-demand on the City's website.

BACKGROUND:

The City of Owosso currently has two cable channels provided by Charter Communications dedicated to government use. Channel 187 is our broadcast channel playing video submitted by local residents. Channel 188 is our bulletin board channel which relays information on local events in a scrolling message fashion. City Council has long expressed an interest in utilizing channel 187 to broadcast local government meetings for public viewing. While appearing simple on the surface the issue is actually quite complex, requiring an entire series of decisions before anything can be implemented. For example, the issue of whether to broadcast meetings is inextricably tied to the question of whether or not the City should continue to operate the cable stations. The main factor at each decision level is funding and how best to balance our current economic situation with the desire of the public to view local government meetings.

First in the list of considerations is whether there is a call from the public for such service. While I have not heard a loud, steady call I have heard from various people over the years asking when/if meetings would be broadcast. As to how many people watch the City's broadcast channel currently, it is very hard to say. I have an email in to Charter now inquiring whether they could help us estimate our viewership. That being said, I have a feeling the number of viewers for channel 187 is quite low given all the other offerings cable television has to offer. I believe the viewership for channel 188 is somewhat higher. My feelings are based on anecdotal evidence such as conversations I've had with people over the years, both in and out of the office and the number of people that come in to our office to submit items for broadcast or posting. The broadcast of any meeting will cost the City money (staff time, software, hosting services, hardware, and service charges) and you will need to weigh the desire for service with the costs involved.

If Council is in agreement that there is a call for the broadcast of meetings the next question to be asked should be how would people like the video delivered? Would they prefer to watch it on television or would they prefer viewing it on the web? There is no question that typical television viewing is headed toward the internet. I know that in my household we have considered saving money by cutting cable service and simply paying for the individual programs we really want to watch utilizing an internet based subscription service. On the other hand, we still have many households in the City that do not have computers or internet access and we must ask ourselves whether this number of households represents a critical mass of the population. This question needs to be examined carefully as the costs for providing a cable broadcast are not small.

Regardless of whether you decide to utilize the internet or the cable system to broadcast meetings some thought will have to be placed in what type of equipment to purchase to accomplish recording of the meetings. As you can imagine the cost of equipment runs the gamut, from used video cameras on eBay to professional video recording systems peddled by various firms. Any purchase will require an examination of product features such as ease of use, installation challenges, and special capabilities, all weighed, again, with the cost factor.

To that end, I have provided information on the following page on the costs for various options.

FISCAL IMPACTS:

The fiscal impacts will depend on which options the Council chooses going forward. I see them as follows:

1. Do we want to keep both cable channels? One channel? No channels?
2. Do we want to implement video-on-demand services on our website?

The attached Excel sheet compares the initial costs and the on-going costs associated with each option. Equipment and/or software will need to be purchased to implement any of the options. Usage of staff time should be considered as well. I would estimate we use about 5 hours per week of staff time on the cable channels. Estimates for the use of staff time with the video on demand option are hard to determine as we have had no experience with it, but I would dare to estimate it would take less than 1 hour to prepare a video for video-on-demand usage.

Cable Broadcast Costs

1 Channel	Initial Outlay	On-going Costs/yr
Dedicated Internet Connection	780.00	780.00
Incodex One (Encoder/Decoders)	5,300.00	
Return Path Solution-1 Channel	6,080.00	780.00

2 Channels	Initial Outlay	On-going Costs/yr
Dedicated Internet Connection	2,400.00	2,400.00
Incodex One (Encoder/Decoders)	10,600.00	
Return Path Solution-2 Channels	13,000.00	2,400.00

Amy K. Kirkland:
Charter Communications Advantage60 internet connection; \$65/mon * 12 mos

Amy K. Kirkland:
includes 1 encoder and 2 decoders (one channel and 2 cable providers)

Amy K. Kirkland:
Charter Communications Pro100 internet connection; \$200/mon * 12 mon

Amy K. Kirkland:
includes 2 encoders and 4 decoders (2 channels with 2 cable providers)

Video-on-Demand Costs (VOD)

	Initial Outlay	On-going Costs/Yr
Additional hard drive	1,000.00	
PolyOptix System	9,995.00	
PEG Central Fee	3,000.00	3,000.00
Video-On Demand	13,995.00	3,000.00

Amy K. Kirkland:
one-time cost to increase bandwidth to allow simultaneous encoding, playback, and streaming

Amy K. Kirkland:
video recording equipment system including 3 cameras

Amy K. Kirkland:
video on demand hosting services; includes indexing of videos; 500 hours of video storage included in fee

Summary

	Initial Outlay	On-going Costs/yr
1 Broadcast Channel only	6,080.00	780.00
2 Broadcast Channels only	13,000.00	2,400.00
Video-on-Demand only (VOD)	13,995.00	3,000.00
1 Broadcast Channel w/ VOD	20,075.00	3,780.00
2 Broadcast Channels w/ VOD	26,995.00	5,400.00

Amy K. Kirkland:
These two options do not include the cost of cameras or other video recording equipment