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BEACHWOOD CITY COUNCIL COMMUNICATIONS COMMITTEE MEETING HELD ON MONDAY, MARCH 7, 2016 AT 6:00 P.M. AT BEACHWOOD CITY HALL, CONFERENCE ROOM A, 25325 FAIRMOUNT BOULEVARD, BEACHWOOD, OHIO 44122.

The meeting was called to order at 6:00 P.M. by Chairwoman Barbara Bellin Janovitz

ROLL CALL: Present: M.S. Horwitz, B.B. Janovitz, J. Pasch
Absent: M.M. Jacobs.
Also Present: M.S. Gorden, B.A. Reali,
J. Berns, A. Isaacson, B. Linick, H. Rose, K.A.
Carmen, J. Doutt, T. Turick, S. Deitrick, N. Lesic

1. Discussion regarding the broadcasting of Council Meetings.

Mr. Doutt stated that the purpose of this meeting was to discuss videotaping of Council meetings. Mr. Doutt stated that present this evening were the members of the Internal Communications Committee which include himself, Mrs. Turick, Mrs. Deitrick, Ms. McHugh, and Ms. Lesic.

Mr. Doutt stated that videotaping needs to be divided into record, tape on line and/or live stream. Mr. Doutt stated that the Mayor, Council and the Administration will decide the best way to proceed. As of today, the meeting can be played back via recording.

Mr. Doutt stated that live stream can cost anywhere from \$1,000.00 up to \$2,400.00 annually.

Mr. Doutt and Ms. McHugh showed examples of Council Meetings held in the City of Bexley, City of Solon, City of Hudson, and City of Cleveland Heights.

Mr. Doutt stated that you can use a single camera in the center of the room or a couple of different cameras for different angles such as a zoom feature for an individual speaker. Mr. Doutt stated that the City of Macedonia uses a single camera in the center of the room and they also have the capability to catalog and live stream.

Mr. Berns stated that you also need an individual to control the cameras.

Mr. Doutt stated that these videos are posted on You Tube. Mr. Doutt stated that the City of Solon spent approximately \$200,000.00 which includes a studio room which is built-in next to Council Chambers and includes cameras and a technician.

Mayor Gorden stated that \$200,000.00 was the initial cost.

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Mrs. Deitrick stated that they have five cameras and two technicians plus a yearly fee.

Mr. Doult asked Council for direction as to the Internal Communications Committee continued efforts in searching out the best way for videotaping.

Mr. Pasch stated that he knows Mr. Ed Kraus, a Councilman for the City of Solon, and he could speak directly with him regarding their equipment for videotaping.

Mrs. Janovitz asked what are the costs incurred by the School Board for videotaping.

Mr. Horwitz asked if the City livestreams, can the City bring in students to record the meetings? Mr. Horwitz stated that Mr. Ken Veon handles this now and also does the posting of the meetings. The Schools only livestream if the community is interested in a matter.

Mr. Doult stated that the City of Solon archives the video for two years.

Mr. Doult stated that the City of Hudson places the agenda on line and it is indexed so anyone viewing can jump to the topic that they would like to view. The City of Hudson uses four cameras.

Mr. Pasch stated that he likes the indexing feature because it makes it easier to jump from agenda item to agenda item.

Mr. Rose stated that these are ballpark numbers for each option. Mr. Rose stated that Granicus would gather the needed information. Mr. Rose stated that there is a monthly fee to run the cameras and archive the information. The City of Hudson has a whole studio with one full-time and four part-time camera/equipment operators.

Mr. Horwitz stated that the cost is probably \$10.00 per hour.

Mr. Doult stated that the City of Cleveland Heights has a camera man and uses five cameras.

Mr. Pasch thanked the Internal Communications Committee for starting this process. Mr. Pasch stated that his goal is for ease of access and ability to find information on the website. Mr. Pasch stated that installing one big camera in Council Chambers is no different than listening to the audio. If you are going to do it than provide the more elaborate service. Mr. Pasch would like the ability to have cameras on City Council, the Directors and also the speakers. He also likes the feature that provides the agenda with the indexing and he would like that model available on the website and television. Mr. Pasch stated that there are a high percentage of senior residents and they all watch the public access television channel.

Mrs. Janovitz stated that she agrees with Mr. Pasch and stated that we do not need all the bells and whistles.

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Mr. Isaacson stated that there are other places that cameras can be placed and if you have multiple cameras you need to pay people to operate them.

Mr. Isaacson asked if there was any data on how people are watching the Council meetings from the various cities that were shown.

Mr. Doutt stated that they ranged from 50-70 viewers.

Mr. Horwitz stated that different Councils handle meetings differently. Mr. Horwitz stated that he would like to see cameras for the Planning and Zoning Commission meetings. Mr. Horwitz stated that cameras are needed plus an image camera and someone to operate the cameras. Mr. Horwitz stated that Granicus appears to be the cleanest picture around. Mr. Horwitz stated that he does not want to get hung up on hiring people because the IT Department and Community Services Department could handle this operation. Mr. Horwitz stated that the City does not need a television studio, the cameras are pan/tilt/zoom cameras which can be operated from a laptop, he would like the video, live stream and broadcasting on cable. Mr. Horwitz would also like Conference Room A wired for audio.

Mr. Linick stated that he would also like Conference A to be videotaped because more is discussed at Committee Meetings of Council.

Mr. Pasch stated that the City should record all Committee and Council meetings and that one camera for Conference Room A is enough.

Mr. Linick stated that the Cleveland Heights camera was disruptive and he would like the City's camera set up out of the way. Mr. Linick stated that the Schools do a good job with videotaping and they could provide this to the City without hiring an outside company. Mr. Linick stated that the quality of the Schools videotaping is good.

Mr. Linick asked where the City was on the new mobile app.

Mr. Doutt stated that the website is being redesigned and will allow video on mobile but as of now it is not activated.

Mr. Linick stated that the City of Solon videotapes Committee meetings.

Mr. Berns stated that Council needs to decide on what is the best value.

Mr. Pasch stated that this changes access to information.

Mrs. Janovitz stated that the City needs to find a happy medium.

Mr. Horwitz stated that this is a reflection on the City because to look at other cities who are videotaping why is Beachwood not videotaping.

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Mr. Pasch stated that students are volunteers and with breaks in the school year he would prefer to see a permanent fixture.

Mr. Linick stated that the Schools also have advisors and the City could use them as a resource.

Mr. Horwitz stated that there is merit in asking the Schools.

Mr. Linick stated that he had Council meetings videotaped for three years and the student attended every single time. Mr. Linick stated that the City spends money all the time on expensive items and money should not be a barrier. Mr. Linick stated that he does not want to get bogged down on pricing and money.

Mr. Pasch stated that he wants to weigh what the City gets for their money.

Ms. Lesic stated that she talked to the County and the most watched Council meeting was the meeting regarding the Sin Tax and there were 30 views.

Mr. Isaacson stated that the City could start small and grow if people are watching.

Mr. Pasch stated that the Internal Communications Committee should move forward and gather information regarding the cost for two or four cameras and seek out information from Granicus and possibly one other vendor.

Mrs. Janovitz stated that Council would like to know the cost for each camera.

Mr. Horwitz stated that the Internal Communications Committee should speak with other communities regarding the software they are using.

Mr. Rose stated that the cameras are inexpensive the cost is the company chosen and the labor costs.

Mr. Linick stated that people periscope events all over the world there has to be a simple way to do this for less money.

Mr. Pasch stated that the goal is easy access.

Mr. Horwitz stated that the video needs to be posted on the television and the website.

Mayor Gorden stated that the City has always used professionals and he would like an outside expert to advise Council.

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ADJOURNMENT

Moved by M.S. Horwitz, seconded by J. Pasch, at 7:05 P.M., to adjourn this meeting to the next regularly scheduled Council Meeting.

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| ROLL CALL: | Yes: | M.S. Horwitz, B.B. Janovitz, J. Pasch |
| | Abstain: | None. |
| | No: | None. |
| | Not Voting: | None. |

MOTION ADOPTED

Approved:

Merle S. Gorden, Mayor

Karen M. Navolanic, Clerk of Council

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