

August 8, 2016

**BEACHWOOD CITY COUNCIL COMMUNICATIONS COMMITTEE MEETING HELD ON MONDAY, AUGUST 8, 2016 AT 5:30 P.M. AT BEACHWOOD CITY HALL, CONFERENCE ROOM A, 25325 FAIRMOUNT BOULEVARD, BEACHWOOD, OHIO 44122.**

The meeting was called to order at 5:31 P.M. by Chairwoman Barbara Bellin Janovitz

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

1. Discussion and Review of Video Proposals

Nicholas Santoro, Chris Leehop were introduced from AVI/SPL and Ahmad Aberadim from Granicus was also introduced.

Mr. Santoro indicated that he wanted to answer any questions that Council may have regarding AVI and Granicus regarding video streaming of council meetings.

Mr. Aberadim introduced himself as the Granicus representative. Mr. Aberadim congratulated the room on the Cleveland Cavaliers NBA Championship.

Mr. Aberadim presented an overview of Granicus as a platform company. He stated that the Granicus mission is to be an exceptional government technology company with over 1300 clients both local and state.

Mr. Aberadim presented a product demonstration and indicated that Granicus allowed for indexing and search based on spoken word if closed caption is used. He stated that webcasting is what he was going to talk about for this meeting but indicated that down the road Granicus could assist in agenda creation, e-commenting from constituents online.

Mr. Aberadim indicated that Granicus has the best livestreaming because the platform it uses. Livestreaming can be used with Apple products. Mr. Aberadim described to Council what they were seeing on the video screen in the product demo.

Mr. Isaacson asked if Granicus integrated well with Civic Plus and Mr. Aberadim said the integration was very easy. Mr. Aberadim demonstrated the searchability of the product. He indicated that minutes could be added to the screen view as well as the meeting agenda.

Mr. Aberadim stated that if closed captioning is not used, the product would search the agenda, ordinance and minutes for the searched word(s).

August 8, 2016

Mr. Aberadim stated the Granicus/AVL allows three types of documents to be used during livestreaming/playback and those are PowerPoint, agendas and minutes. Mr. Aberadim demonstrated how the documents can be switched from one to another during the course of the meeting. Mr. Horwitz asked to see a demonstration from one of AVL/Granicus clients. Mr. Aberadim showed Council the City of Martinez as an example.

Ms. Janovitz asked who would switch camera views. Mr. Santoro indicated that it would be done by an employee from the City. Mr. Santoro stated that the system is very easy to move from one camera view to another.

Mr. Isaacson asked about the work flow to make the product work and look good.

Mr. Santoro stated that the first item would be to set up the streaming of the video. Then the City would decide how to index the video, and the number and placement of cameras. Mr. Aberadim demonstrated the “live manager” component of the AVL/Granicus product. He indicated that the Clerk would work the “live manager.” In “live manager” the agenda is loaded and the “start” button is activated. Each agenda item is double-clicked when that item is up for discussion and the program time stamps the item. Once the meeting is adjourned, the “stop” button is activated and the meeting is finalized.

Mr. Horwitz asked what format the agenda need to be in for the program. Mr. Aberadim stated that an html version is used and that they would receive the City’s agenda template and the company would perform a document assessment to make sure they can achieve what the City needs.

Mr. Isaacson asked if each agenda for every meeting needed to be sent to Granicus. Mr. Aberadim stated no, the City will create a one-time template for its agenda and each new agenda is uploaded into the “media manager.” Mr. Aberadim demonstrated the “media manager” for Council.

Mr. Isaacson reviewed the process that would occur as the agenda being imported to “media manage” and once the meeting starts when the agenda items is introduced the clerk double clicks the item on the agenda and it is time-stamped. Mr. Aberadim stated, yes, it is that easy.

Mr. Horwitz asked what happens if an agenda item is brought to council at the last minute if the agenda can be changed in the system. Mr. Aberadim stated yes.

Mr. Jacobs asked what the time element is to prepare for a meeting. Mr. Santoro stated it takes about three minutes.

Mr. Santoro stated that with AVL there are three training sessions of 90 minutes. The sessions can be onsite or viewed as a webinar with a trainer walking the trainee through the steps.

Mr. Santoro stated that the system can be controlled by AMX and by a laptop. In most instances the cameras are set and there is little need to manipulate. Mr. Santoro said that the cameras can get individual shots of people but that is not what he sees with AVL clients.

August 8, 2016

Mr. Jacobs asked if AVL/Granicus have any cities in the area that use this program. Mr. Aberadim stated no, but Granicus does support the City of Westlake. Westlake's system is a full blown broadcast type. Mr. Aberadim described Westlake's system.

Mr. Santoro indicated that AVL is proposing three cameras, two in the back and one in the front. The two in the back would provide a wide shot of the dais and the front camera would cover the podium and the directors.

Mr. Isaacson asked if the time-stamping errors or other problems occur can it the video be edited. Mr. Aberadim stated yes.

Mr. Aberadim demonstrated the "I legislate" feature of the product. The "I legislate" would be used by council members to take notes prior to the meeting and instead of bringing paper to the meeting they can use this feature.

Mr. Isaacson asked if the council members' notes on "I legislate" would be a record. Ms. Jones stated yes, it would be a public record.

Mr. Jacobs asked if Mr. Santoro know how many people had downloaded Westlake video. Mr. Santoro did not know.

Mr. Pasch indicated that viewership will ebb and flow depending on the subject matter on the council agenda.

Mr. Aberadim indicated that the City would be able to see who many visits, what type of device is used for the visit, which pages are visited and where the visitor is located with this system. The system uses "google analytics" which can be exported.

Mr. Horwitz asked to be taken through what the process is 15 minutes before a meeting starts.

Mr. Aberadim demonstrated the process for council.

Mr. Horwitz asked if committee meetings would work the same with the program as with council meetings. Mr. Aberadim stated yes.

Mr. Isaacson asked how to add supporting documents to a meeting. Mr. Santoro demonstrated how to import documents.

Mr. Isaacson asked if the video can be edited other than on the beginning and the end. Mr. Santoro stated no. Mr. Isaacson asked about how to go into executive session. Mr. Santoro stated that the Clerk would hit the pause button during that portion of the meeting.

Mr. Isaacson asked when the video of the meeting will be available for reviewing. Mr. Aberadim stated that the meeting will stay in "pending" mode until it is reviewed and finalized.

August 8, 2016

Mayor Gorden asked from a legal standpoint whether we are permitted to edit the video. Ms. Jones stated that the only editing should be to correct errors, such as in the time-stamp.

Mayor Gorden asked when the video would be taken from “pending” to final so that it can be viewed. Ms. Jones stated that a policy would need to be in place indicating the time frame in which the video should be finalized.

Mr. Horwitz asked when the meeting is sent to Time Warner Cable what does it look like-is it just the video and audio or does the video look like the computer screen. Mr. Santoro stated that it is just the video -just the camera feed, no agenda- and the audio.

Ms. Janovitz thanked Mr. Santoro and Mr. Aberadim for their time and presentation.

Representatives Natasha Ross and Jim Cunningham from Swagit were introduced next.

Ms. Ross presented an overview of Swagit. Ms. Ross presented an overview of the Swagit Company. Ms. Ross stated that client retention is over 99% and Swagit works with over 450 government clients.

Ms. Ross described that camera system and indicated that the City could control the cameras or outsource the production of the meeting to Swagit. Ms. Ross indicated that very few clients produce the meeting locally.

Ms. Ross stated that if web connection is lost, the system will still record the meeting and will default to a wide shot of the room. It is rare for internet connection to be lost.

Ms. Ross explained that once a camera system is in place

Ms. Ross described how livestreaming occurs. If there is a change in the meeting schedule, the City would let Swagit know and Swagit would let the City know that the adjustment has been made on their end. Ms. Ross stated that there is nothing that the City needs to do beyond that in order to video and livestream. Ms. Ross stated that the City can send the meeting agenda or Swagit can visit the City’s website and pull the agenda.

Once the meeting is livestreaming and recording, an employee at Swagit will index the meeting by agenda item. That will save the City time and energy because Swagit is doing the work for the City. Swagit can get the meeting posted to the City’s website within three hours of the meeting adjournment.

Ms. Ross showed council the City of Abilene, Texas which is using the product that is proposed for the City of Beachwood. Abilene City Council was in session at the time that Ms. Ross brought their website up. Ms. Ross described what council was seeing while the meeting was in progress and described the different tabs and features available.

Ms. Ross indicated that Swagit’s product performs a “sound search” and will search the audio for specific words instead of searching agenda items. Swagit is the only company that uses “sound search.” Ms. Ross indicated that the product will eventually be able to produce a transcript of the meeting.

August 8, 2016

Mr. Cunningham described how the meeting could be broadcast live on Time Warner Cable or could be run later on the cable channel.

Ms. Ross showed Council the City of Benbrook, Texas to demonstrate the City's webpage was able to display agendas, minutes and an icon for video. Ms. Ross stated that there are many CivicPlus clients that are using Swagit's product this way.

Mr. Isaacson asked to see a city that was closer in size to Beachwood. Ms. Ross showed Council the City of Benton.

Mr. Isaacson asked about Swagit's growth rate. Ms. Ross stated that the company is growing very fast and they are planning to move into a larger building to accommodate all employees. She indicated that the company is run very conservatively and that Swagit averages 100 new clients a year.

Ms. Ross described the cost of the system and the monthly fees. Ms. Ross stated that the monthly fees will never increase and that as long as the contract is ongoing, Swagit will store all meeting for the City at their site.

Ms. Ross described what the proposal and costs included and the options that are available.

Mr. Horwitz asked what the pricing for Conference Room A would be considering that there will be limited indexing of the meeting and one camera. Ms. Ross stated there would be no camera switching so the cost per month would be lower. The price listed is for 50 meetings that are remotely switched and indexed.

Mr. Cunningham indicated that Conference Room A could be recorded and not indexed and it would not be considered a "meeting" for purposes of the contract. He said once a client asks for a meeting to be "indexed" it becomes a meeting that counts against the 50 per year limit.

Ms. Ross stated that meetings could last as long as needed and it will not cost any more under the contract. The contract allows for 10 hours per month of "specialty" time that is not counted toward the 50 meetings per year.

Ms. Turick asked how Swagit handles making sure Executive Sessions are not recorded are streamed. Mr. Cunningham stated that someone at the City's end would make sure that the audio in the room is muted.

. Rose stated that the audio system is the City's not Swagit's and that the City controls the sound. Mr. Cunningham agreed.

Ms. Ross and Mr. Cunningham were thanked for their time and presentation.

Mrs. Janovitz gave an overview of municipal clients of both AVI Granicus and Swagit. Both AVI Granicus and Swagit were well regarded by their customers.

Mrs. Janovitz asked all officials and employees present which proposal each preferred.

August 8, 2016

Mayor Gorden prefers Swagit because it is a turnkey operation.

Mrs. Carmen prefers Swagit.

Ms. Jones prefers Swagit.

Mrs. Crook prefers Swagit.

Mr. Rose prefers Swagit.

Mrs. Turick said that Council will not go wrong with either company.

Ms. Mulloy prefers Swagit.

Ms. Lesic prefers Swagit.

Mr. Horwitz went through the costs of both companies' product and indicated that he would be happy with either company.

Mrs. Janovitz prefers Swagit.

Mr. Isaacson prefers Swagit.

Mr. Berns prefers that our new IT Department to handle video/audio and he would prefer AVI/Granicus.

Mr. Pasch prefers Swagit because it specializes in government entities.

Mr. Doult prefers Swagit.

Mr. Jacobs prefers Swagit.

Ms. Turick indicated that she needs to know some specifics to finalize the proposals and costs, with information such as number of cameras, whether Council would like to award a contract in 2016 or 2017.

Mayor Gorden stated that as far as the options go we should defer to the professionals.

Mr. Isaacson stated that we need to have a vision as to what Council wants. He indicated that the vision is simple-to communicate with the public and to get information out as simply as possible.

Mr. Isaacson suggested a wide shot of council, a shot at the podium and a shot of the directors. The key is to get the message out.

Ms. Turick stated that AVI proposed two cameras in Council Chambers and Swagit proposed three; however when they saw the room they said that four cameras total were needed.

August 8, 2016

Council engaged in a discussion regarding the number of cameras necessary in Council Chambers.

Ms. Turick detailed the items she would ask Swagit to price out and the prices would be forwarded to Council.

Ms. Turick wanted to be clear that the meetings that would be streamed and video recorded are Council, Council Committee and Planning and Zoning Commission meetings.

Mrs. Janovitz stated yes.

Mrs. Janovitz confirmed that the pricing Council would like to see if for 50 meetings per year.

ADJOURNMENT

Moved by M. Horwitz, seconded by J. Pasch, at 8:52 P.M., to adjourn this meeting to the next regularly scheduled Council Meeting.

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

MOTION ADOPTED

Approved:

---

Merle S. Gorden, Mayor

---

Whitney M. Crook, Clerk of Council