

SPECIAL SESSION

REVISED

**MILWAUKIE CITY COUNCIL
STUDY SESSION
JANUARY 31, 2012**

MILWAUKIE CITY HALL

Conference Room
10722 SE Main Street

STUDY SESSION – 5:00 p.m.

A light supper will be served

Discussion Items:

	<u>Time</u>	<u>Topic</u>	<u>Presenter</u>
1.	5:00 p.m.	Cable TV Franchise Future	JoAnn Herrigel
2.	5:30 p.m.	Baseball Task Force Membership Discussion	Kenny Asher
3.	6:00 p.m.	Residential Development Standards Update – Joint Meeting with Planning Commission and Steering Committee	Katie Mangle & Ryan Marquardt
4.	7:00 p.m.	Code of Conduct	Mayor Ferguson
5.	7:30 p.m.	Adjourn	

Information

Executive Session: The City Council may meet in executive session pursuant to ORS 192.660(2). All discussions are confidential and those present may disclose nothing from the Session. Representatives of the news media are allowed to attend Executive Sessions as provided by ORS 192.660(3) but must not disclose any information discussed. No Executive Session may be held for the purpose of taking any final action or making any final decision. Executive Sessions are closed to the public.

Public Notice

- The Council may vote in work session on non-legislative issues.
- The time listed for each discussion item is approximate. The actual time at which each item is considered may change due to the length of time devoted to the one previous to it.
- The Council requests that all pagers and cell phones be either set on silent mode or turned off during the meeting.
- The City of Milwaukie is committed to providing equal access to information and public meetings per the Americans with Disabilities Act (ADA). If you need special accommodations, please call 503.786.7502 or email ocr@ci.milwaukie.or.us at least 48 hours prior to the meeting.



Agenda Item: 1.
Meeting Date: 1/31/12

To: Mayor and City Council

Through: Bill Monahan, City Manager

From: JoAnn Herrigel, Community Services Director

Subject: Study Session on Comcast Negotiation and PEG Access

Date: January 31, 2012

ACTION REQUESTED

Council's input and guidance is requested.

HISTORY OF PRIOR ACTIONS AND DISCUSSIONS

November 2011: Council met with staff at work session and requested that staff provide them with alternatives to joining the Metropolitan Area Communication Commission with respect to negotiating the Comcast franchise and continuing public, government and educational (PEG) access services.

BACKGROUND

In November, Council asked staff to provide them with options available to the City for the negotiation of the Comcast franchise and PEG access services. At the January 31 study session, staff will discuss the following issues:

- **Comcast franchises negotiated most recently**
Portland, Salem, Clackamas County and Vancouver WA
- **Consultants available to assist with negotiations**
Who has worked for which jurisdictions and who may be available.
- **Timeline for beginning the ascertainment process**
May need to issue an RFP for consultant as soon as February
- **Schedule for Willamette Falls TV transition to new entity**
See attached memo from WFTV staff

- **Prospects for decreasing the scope of the MACC contract and associated decrease in payment to MACC**

ATTACHMENTS

1.WFTV memo

Herrigel, JoAnn

From: Stephanie Head <stephanie@wfmstudios.org>
Sent: Thursday, January 12, 2012 3:37 PM
To: debbiest@co.clackamas.or.us; dodell@damascusoregon.gov;
tmilkes@damascusoregon.gov; Herrigel, JoAnn; citymanager@orcitey.org;
nide@orcitey.org; king@ci.wilsonville.or.us
Cc: Barbara Brady; Melody Ashford; knoll@ci.wilsonville.or.us; 42kes@comcast.net;
occommish@aol.com
Subject: Willamette Falls Media Center Service Lists
Attachments: Willamette Falls Television Services List.doc; Channel Management Service List.doc

We are writing in response to requests from your organizations for service costing information for your fiscal year 12/13 budgets. As you are aware, Willamette Falls Media Center (WFMC), under the governance of the Clackamas Cable Access Board (CCAB) and formed by the Intergovernmental Agreement (IGA) between the cities of West Linn and Oregon City, will dissolve as an entity as of June 30, 2012 pursuant to the dissolution of the IGA. Willamette Falls Media Center, Inc. ("Inc."), a newly- formed Oregon non-profit corporation, seeks to take up the work of WFMC beginning July 1, 2012. Last night the CCAB directed WFMC staff to assist "Inc." with the development of certain key elements of structure, including its initial budget. This email is to initiate communication with potential "Inc." customers/clients such as your organizations.

We are attaching the WFMC list of services for your consideration, as we anticipate substantially the same services will be offered by "Inc.". Due to staff focus on the WFMC annual review as well as the tasks involved in the IGA dissolution, we do not have costing information for you yet.

In order to timely provide you the information you need to develop your FY 12/13 budgets and to meet our other time commitments, we are asking for the following information from you:

- • The date by which you need costing information from us;
- • The specific services or bundled services for which you need costs;
- • The specific format, if any, that you need this information in.

Please send this information to Stephanie Head, Bookkeeper/Administrative Assistant, at stephanie@wfmstudios.org. Please direct any questions regarding services to Melody Ashford, Studio Manager, at melody@wfmstudios.org.

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Thank you,

Stephanie R. Head
Bookkeeper/Administrative Assistant
Willamette Falls Media Center



WILLAMETTE FALLS TELEVISION (WFTV) SERVICES

FULL SCALE PRODUCTION

Production Consulting	Customized and creative technical planning for PEG production projects from concept to completion
Treatment Consulting	Planning, Program Formatting and Facility/Equipment Customization
Media Capture	Studio Productions, Field Productions, EFP-ENG, Audio Capture, Green Screen, LIVE Cablecast/Webcast
Post Production	Industry standard NLE Systems, Audio Services
Programming Duplication Services	Conversion/Duplication of Media for distribution
Technical Support	On-site and remote customized support for creation of multimedia content

CONTENT DELIVERY & DISTRIBUTION

Programming	Master Control, Multi-Channel Broadcast Management
Tape Trafficking	Programming Inventory Management System
Media Management	Archiving/Library, Ingest, Conversion, Compression
Channel Management	24/7 monitoring of feeds at WFTV's facility, including qualified remote sites
Remote Operations	Programming management and technical support of satellite locations from facility, including qualified remote sites. Online services.
Playback Scheduling	Scheduling/Posting of Playback for various methods of delivery
Web Streaming Services	Web streaming support services – Ingest, Compression and Transport
Community Readerboards	Television Communications Services – Local broadcast of city, bureau, and organizational news and information.
Engineering	Customized distribution systems architecture, maintenance and installation
Consulting	Industry Expertise and Professional Networking
Technical Support	On-site and remote customized support for multimedia content distribution

EDUCATION & TRAINING

Studio Productions	Certification Training – Camera, Lighting, Graphics, Audio, Multi-Camera Switching, Directing
Field Productions	Certification Training – Camera, Lighting, Audio
Non-Linear Editing	Certification Training – Final Cut Pro, Adobe Premiere Pro, After Effects, Photoshop
Additional Production Workshops	Storytelling, Storyboarding, Scriptwriting, Log Lines, Production Setup, Special Effects

ADDITIONAL SERVICES

Video Conferencing	Host Lectures, Presentations, Special Events, or Meetings
Professional Media Seminars	Engineering in Media, HD Q&A, Marketing with Multimedia
Enhanced Web Services	Future Media and WFTV Website Integration

04/06/09

Willamette Falls Media Center (WFMC) is committed to providing the highest quality service at the most cost effective level to serve the needs of our citizens. With 25 years of PEG Cablecast management and implementation experience, we strive to continue to address the ever changing technological landscape. The channel management structure allows cities to have a complete local voice that is solely driven by your local government and citizen of the service area.

Channel Management

A/V Architecture and Engineering

- Consultation for Service area on best practices and products for optimum cablecast quality
- Engineering for A/V Architecture for multi-format deliveries
- In house and remote location, installation of equipment and upgrades as requested
- Engineering works directly with cable providers

Playback

- Creating Playback schedules
- In-take of multiple formats for encoding and direct playback
- Programming computer devices for execution of programs on a timed schedule
- Media inventory traffic
- Field calls and emails from City staff and citizens concerning channel playback
- LIVE Event Coordination and implementation
- Provide assistance to citizens for in-house viewing of access programs

Master Control/Headend

- Staff engineer works directly with cable provider to ensure the transmission meets technical and content regulation(FCC)
- Around-the-clock continuous operation, through on-site and remote networks
- Monitoring the quality and accuracy of on-air programming
- Troubleshooting equipment malfunctions
- Preparing programming for future build and technology challenges