



CURRY COUNTY BOARD OF COMMISSIONERS

MINUTES – WORKSHOP

Wednesday, December 09, 2015 –10:00 A.M.
Commissioners' Hearing Room, Courthouse Annex
94235 Moore St., Gold Beach, Oregon 97444

Commissioners Present: Chair Susan Brown, Vice-Chair Thomas Huxley, David Brock Smith

Support Staff Present: Administrative Assistant, Shelia Megson;

1. CALL TO ORDER

Commissioner Brown called the meeting to order at 10:00 a.m.

Presentation – Brandt Media – Nicholas Brandt, Charles Douglas

Brandt went over the description of what is PEG. He talked to the Board about various things in their franchise contract such as ability to hire a third party to manage the PEG channels and consequences of not meeting set requirements for the PEG channel. PEG funds are to be used for capital costs only. Other services or labor cannot be paid by PEG funds but other counties and cities use funds gained from the franchise fees to pay for labor.

The first part would be a government channel where they would establish a presence and branding and populate with enough programming to make it compliant to section five of the franchise fee agreement. Equipment would be installed in the Commissioners hearing room to be used for streaming the meetings as well as recording for future broadcast. He also suggests using IGAs with other local governments in the County. It would allow them to broadcast their meetings at a cost which could be a source of funding for the service contract. He said that if production value was good then it would increase public interaction.

Commissioner Huxley said that he had taken numerous pictures of the hearing room and the blue room and sent them to Brandt. Brandt suggested the following items of equipment:

Audio – Four 70 volt speakers in the hearing room and two in the blue room located in the lower level of the annex building, two new audio mixers that mix themselves, five new wired lapel microphones, and two wired gooseneck microphones for the podium.

Presentation – A television screen (monitor) between 40 and 70 inches to replace the projector and another for the audience viewing, a bring-your-own-device piece of equipment (a pod) that sits on the podium that also has video conferencing capability, and a document camera.

Video – A Tricaster which is a small computer that controls everything, two cameras in the hearing room, two cameras in the blue room that are ceiling mounted and have pan/tilt/zoom/fade capabilities (alternatively three in the hearing room and one in the blue room), and an operating station in the back room that has harddrive servers that will store and replay the videos.

Management of the system would be done by an employee of theirs that would have programming and broadcasting experience and would be available at any time we have meetings. They would be working in the operations room behind the hearing room. The current bid for services had used an estimated 144 hours per year approximation for the operator.

Brandt said that cable subscriptions will be declining but all equipment can be used for online broadcasting. He said that on a Curry County civic channel utilizing that capability that it could be viewed on computers, phones, iPads, or android devices. The capital costs would include \$51,500 for governmental meeting equipment and a server system that would be \$25,000. The server system would be guaranteed for ten years and the other equipment for five years with the ability to upgrade in the future.

Commissioner Huxley explained some changes that have been made during his discussions with them over the last weeks and months. Brandt Media had done setups for Santa Cruz County and the City of Brookings and both presenters had worked for Southern Oregon University. Brookings is utilizing the Tricaster to broadcast instead of the added server. The concern is that it will shorten the Tricaster life to two years of use instead of the originally estimated five years.

Additional service costs for a production employee would be required and another agreement would be needed for that. The costs for that would have to be paid out of other County funds since labor cannot come from PEG funds. Larger counties usually hire an employee for this role but a Brandt Media employee would already have production and broadcasting experience. Their employee could then sell production services to other governments as well as individuals or businesses for broadcasting on another public access channel. They would hire two employees as to allow for a backup person.

Brandt suggests the following timeline: First month would be used to hire production employees that would be local and be able to produce enough content to have the main channel broadcast twenty-four hours a day. During the third to fifth months the employees would work on branding and actually produce some content to start the channel. During the sixth month they suggest the County hire a firm and commission a study to assess public interest in having a free speech area on a different channel.

Commissioner Brown asked about the application of FCC rules to the channels. It was explained that the rules were limited to no hate speech or inciting a riot. Adult content would be limited to after 10 p.m. On the main government channel, issues could not be politicized but could be shown on the public access area. No commercial content could be used. She asked about the ability to charge fees. Brandt said you could not charge for airtime but his employees could charge for services concerning production. He said that the County investment of \$15,000 per year for the service contract would cover a set amount of airtime hours leaving them available hours for selling their services to other entities. If they were successful enough in selling their productions then it would eventually lower the cost to the County for yearly service and may in time eliminate the charge.

Brandt said for the public access channel that a separate area should be set up. The County could charge for the use of recording equipment and classes that would be needed for equipment use. This would create a “sandbox” studio for public use that did not go live to the air on the channel but would require the County to rent a space and purchase equipment. The equipment would need replaced every one to two years but they would make sure it stayed within the amount of funds coming in from the PEG fees. Huxley said that he met with the Brandt media owners in Ashland and was shown multimillion dollar production rooms. He also met with them in Grants Pass to observe what their installation was like. Brandt said that this is his first time actually viewing the

room and realized that his recommendations would need to be modified and some existing equipment could be utilized.

Commissioner Smith asked if this a pilot project for this company. Brandt replied that it is and realizes that it may be a scary situation for both parties but is his attempt at finding a solution. Smith also expressed concern that the proposed costs would take all the existing PEG money and then all the yearly revenue for the service fee expense. Smith asked Huxley if there were other companies that he talked to for a bid. Huxley replied that he hadn't but there had been an older interest submission from a few years back. He said that money amounts had not been previously discussed. Smith was also concerned with the current annual estimates for hours required and that it may not be enough. It could cause a situation that limits public access due to the limitation of funds.

Commissioner Brown said she would like Huxley to continue negotiating with Brandt Media. Brandt asked what kind of bid would she like him to bring. She named some things that were on this proposal that would probably not be needed on the next one they would bring back. Smith said there was a PEG Task Force to address this subject that would be bringing their recommendation soon and he would like to look at other options. Huxley said that he would like Brandt Media to research through the minutes the start and stop times to calculate an actual hour usage per year. Smith asked if there was consensus to look at other bids. Brown said she would like this one teased out. Douglas said that their bid had just been presented unsealed and was not instructed to do it in an RFP manner. Smith said we should go ahead and get the three bids so that a final decision would not be delayed and this project would conclude quicker. Brown told Huxley to look at the equipment, the room size, the Tricaster or Cloudcaster items, and how the service contracts should really look like. Brandt asked if the County wanted the capacity for video conferencing in the hearing room. Smith said yes.

Commissioner Smith described an OSU presentation stand and bundle that he saw during the Redfish Rocks program recently used. He said it was moveable and all-inclusive with speakers and a screen. He said that it could also be used for Emergency and Management areas. Schmelzer said that Kendall said he could get money for emergency management production. Huxley talked again about visiting other locations with Douglas and how the productions "wow'd" him. He said that he investigated our compliance terms with Counsel.

Resident Dana Gurnee asked for the streaming of the meetings to be over the County website and asked about limitations on the bandwidth. Brandt said that using a content information network would not require the County having more resources. Smith said that he would not support anything without more bids. Brown wanted to refine what would be needed.

MATTERS FROM COMMISSIONERS

Commissioner Brown said there were two other topics still to address. Commissioner Smith requested to reconvene at 1:30 p.m. or after the Executive Session to address the other topics scheduled for this workshop. Commissioner Huxley said that he had lunch plans with Brandt Media and could not. Director of Administration and Economic Development Schmelzer reminded the Board that a published notice would need to be done before fees could be implemented. No additional time was scheduled and the other topics were tabled.

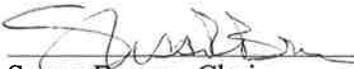
ADJOURN

Brown adjourned the meeting at 12:37 p.m.

Respectfully Submitted,
Shelia M. Megson

These minutes from Wednesday, December 09, 2015 Board of Commissioners' Workshop approved this 02 day of March, 2016.

CURRY COUNTY BOARD OF COMMISSIONERS


Susan Brown, Chair


Thomas Huxley, Vice Chair


David Brock Smith, Commissioner