

# MAYOR & COUNCIL AGENDA COVER SHEET

**MEETING DATE:**

November 19, 2007

**CALL TO PODIUM:**

Britta Monaco  
Peter Cottrell

**RESPONSIBLE STAFF:**

Chris Clifford  
Brian Helms

**AGENDA ITEM:**

(please check one)

<input checked="" type="checkbox"/>	Presentation
	Proclamation/Certificate
	Appointment
	Public Hearing
	Historic District
	Consent Item
	Ordinance
	Resolution
	Policy Discussion
	Work Session Discussion Item
	Other:

**PUBLIC HEARING HISTORY:**

(Please complete this section if agenda item is a public hearing)

Introduced	
Advertised	
Hearing Date	
Record Held Open	
Policy Discussion	

**TITLE:**

Gaithersburg Cable Television Upgrade

**SUPPORTING BACKGROUND:**

The Gaithersburg Cable TV operation provides live coverage of all City Council and Planning Commission Meetings, studio and field productions, and bulletin board information, which is viewable both to cable TV subscribers and via live streaming video on the City's website.

Replacement funds have been set aside for the existing equipment that allows us to do live broadcasts. It is five to ten years old. However, through our extensive research process several alternatives have been discovered that would allow for expanded and enhanced Cable TV operations, not only for live broadcasts but for studio and field productions as well, within approximately the same replacement budget.

These alternatives include new lighting and the use of new technologies in the Council Chambers to improve the look and functionality of live meeting broadcasts, the adaptive use of studio space planned for the new youth center in Olde Towne to allow new programming, and significant enhancements to our field production capabilities, allowing for significantly increased efficiencies in recording City events and activities, and opening up the possibility of broadcasting live from other City facilities.

(PowerPoint Presentation)

**DESIRED OUTCOME:**

Hear presentation



# Public Information Office Cable Television Upgrade

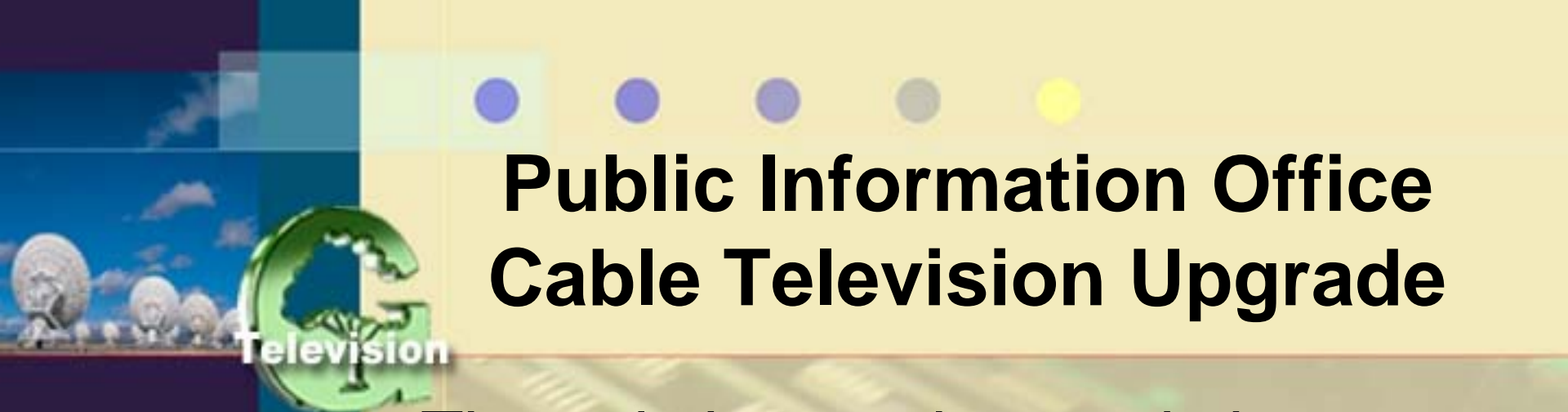
## Primary Services Provided

### 1. Video Creation

- Live broadcast of meetings in Council Chambers
- "Studio" productions
- Field productions

### 2. City Channel 13

- Accessible via Comcast, RCN and the internet
- Videos and public service messages



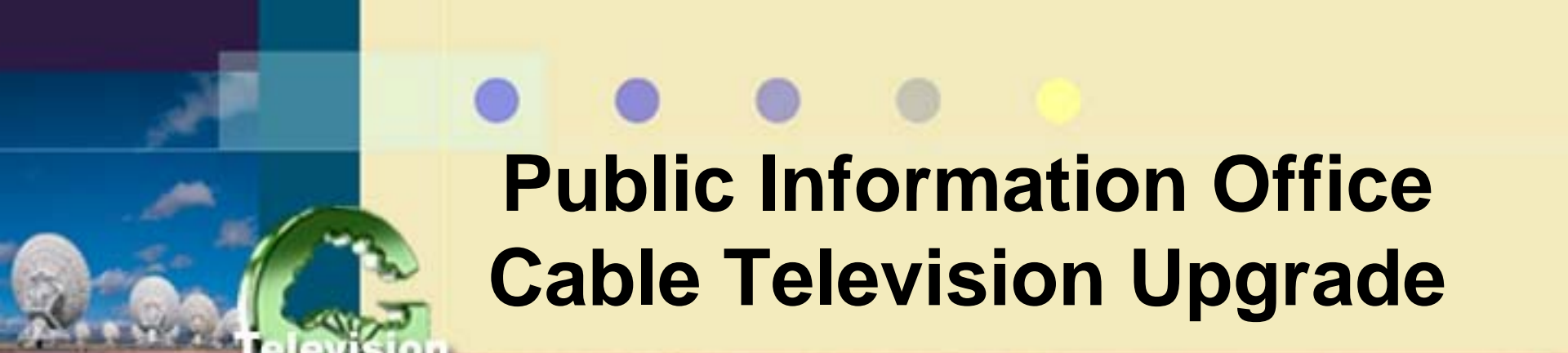
# Public Information Office Cable Television Upgrade



The existing equipment is between five and ten years old. New equipment will:

- Increase video quality
- Improve reliability
- Provide better features

A three-phase plan has been developed to replace all Cable Office equipment.



# Public Information Office Cable Television Upgrade

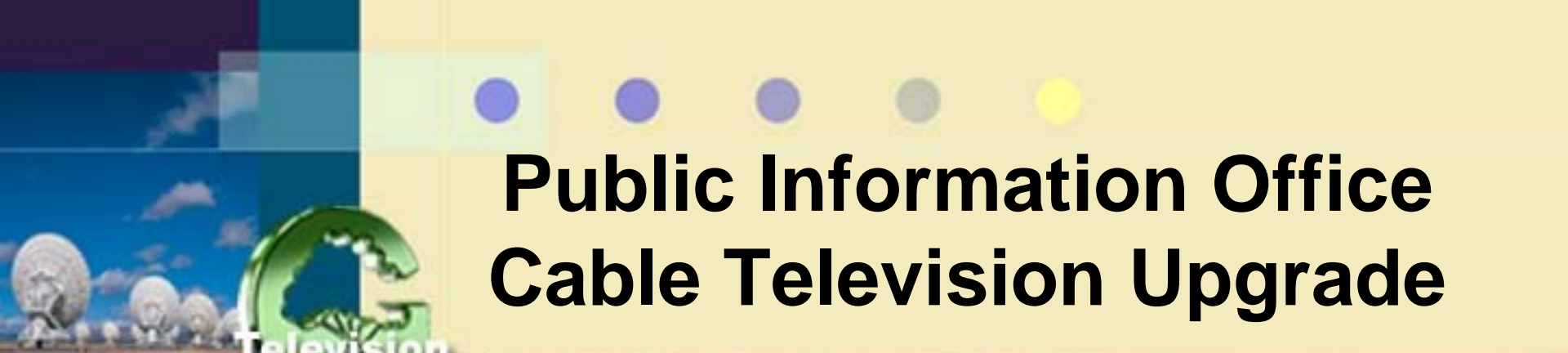


**Phase I – January to June 2008**

**City Hall / Council Chambers Improvements**

**Highlights:**

- New control room in Gallery
- Improved video quality
- “Robotic” cameras
- Improved in-ceiling lighting
- Switch to computer-based presentations
- Increased number and quality of in-room monitors
- Improved station playout capabilities including emergency scrolls



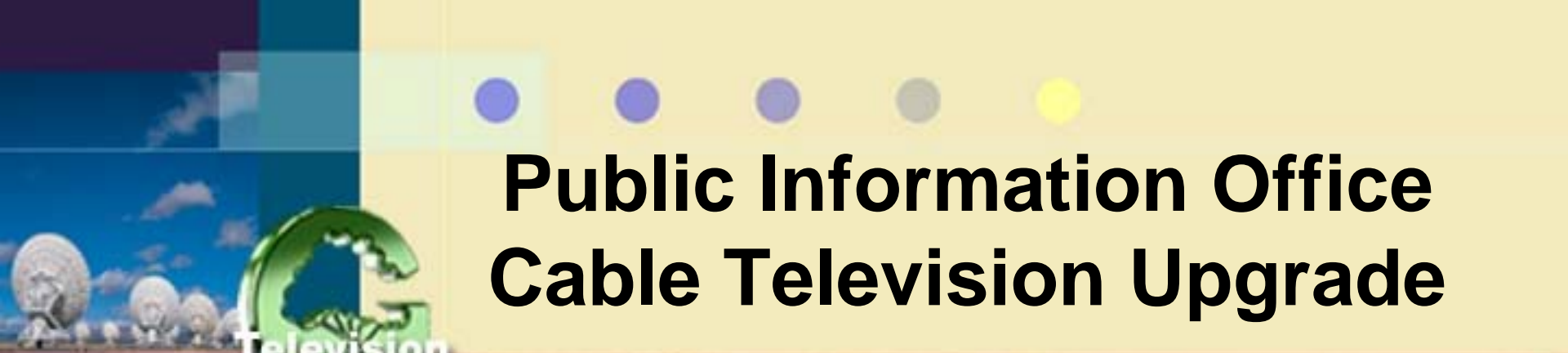
# Public Information Office Cable Television Upgrade



**Phase II – July to December 2008  
Field Production Improvements**

**Highlights:**

- Replacement of all portable cameras
- Evaluation of new field capabilities as part of the FY 09 budget, including
  - Mobile vehicle for on-site recording of events and performances
  - Ability to broadcast meetings and events live from other City facilities



# Public Information Office Cable Television Upgrade



## Phase III – January to June 2009 Studio Production Improvements

### Highlights:

- Partnership between Youth Services and Cable Television
- New Olde Towne Youth Center will include an audio / video recording studio for both groups
- Studio will have professional-grade equipment including a professional recording studio set

# Public Information Office Cable Television Upgrade



## Estimated Costs

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• City Hall/Council Chambers	\$375,000
• Field Production (minimum)	\$ 75,000
• Studio Production	\$185,000
<b>Total:</b>	<b>\$635,000</b>

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## Funding Sources

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• Fiscal Year 2008 Cable Office Funds	\$478,000
• Olde Towne Youth Center Equipment Earmarks for Audio / Visual Studio	\$ 75,000
• Fiscal Year 2009 Requests (minimum)	\$82,000
<b>Total:</b>	<b>\$635,000</b>

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