

**MINUTES OF LAYTON CITY
COUNCIL STRATEGIC PLANNING
WORK MEETING**

FEBRUARY 27, 2020; 7:32 A.M.

**MAYOR AND COUNCILMEMBERS
PRESENT:**

**MAYOR JOY PETRO, ZACH BLOXHAM, TOM
DAY, DAWN FITZPATRICK, CLINT MORRIS,
AND DAVE THOMAS**

STAFF PRESENT:

**ALEX JENSEN, STEVE GARSIDE, ED FRAZIER,
KILEY DAY, DAVID PRICE, AND KIM READ**

The meeting was held in the Council Conference Room of the Layton City Center.

DISCUSSION – LIVE STREAMING OF CITY COUNCIL MEETINGS

Mayor Petro introduced Tami Theobald, President of 360 Marketing & Advertising, and Ms. Theobald introduced her team to the Council. She shared a visual presentation with the Council identifying the marketing experience and services 360 Marketing & Advertising could provide to the City. She provided information regarding live streaming of City Council meetings. She also informed the Council of other video production services which she believed would be a benefit to both the City and its residents. She also shared an example of a 3-page informational brochure which could be distributed to residents and businesses highlighting news and events specific to Layton City such as the Centennial Celebration or Layton F.E.S.T.

Ms. Theobald shared the custom proposal for the City to provide the 3-page spread including live streaming. She also identified additional costs for add-on features which could be provided to the City. She explained how information could be disseminated to specific addresses, or other demographics, via text. She also explained how information could be distributed via other media platforms. She also shared information related to social media by generation and their respective preferred platforms.

Ed Frazier, Information Technology Manager, asked about protection or sharing of personal information from users. Ms. Theobald responded 360 couldn't legally share this information and used an example to illustrate her company followed legal practices.

Mr. Frazier requested clarification regarding specifics associated with the live streaming proposal: number of cameras, visual presentations, and media platforms.

Alex Jensen, City Manager, asked if 360 had provided live streaming services to other municipalities. Ms. Theobald responded these services had been previously provided on an as needed basis to West Jordan.

Councilmember Bloxham asked if the City could retrofit its own live streaming without having any ongoing costs. He indicated he wasn't sure how well live streaming would be received by the public and wanted to provide something for a very minimum cost. Mr. Frazier believed something could be accomplished in house.

Councilmember Morris expressed agreement with Councilmember Bloxham's suggestion and believed the City should be conservative and transparent in moving forward with live streaming. He also mentioned 360 might be a good test product.

Councilmember Bloxham spoke to the advertising/marketing component proposed by 360 and a discussion took place. Ms. Theobald believed there were some videos which should be placed on

YouTube and shared some examples of analytics which could be provided by 360.

Ms. Theobald presented photos from the Oath of Office ceremony to the Council and City. Ms. Theobald and her company's representatives left the meeting at 8:31 a.m.

The Council took a break at 8:31 a.m.

The meeting resumed at 8:32 a.m.

Mr. Jensen stated this discussion would be helpful for Staff to gain a better understanding of the Council's expectations regarding live streaming. He reported Staff had explored an option which could be accomplished in house. He also indicated the City had been approached by other entities to provide similar live streaming alternatives for the Council to consider. He reported Staff had met with the vendor currently providing these services to other cities and counties.

Councilmember Fitzpatrick inquired if the City was required to proceed through an RFP process for live streaming services and Mr. Jensen explained this informal process for this service would be sufficient. Councilmember Bloxham clarified the Council's concern the selection wasn't being made because of any personal relationship someone had with any specific vendor.

Councilmember Morris mentioned the Council hadn't discussed what it wanted to accomplish with live streaming and each Councilmember's expectation. Councilmember Fitzpatrick believed other meetings should be considered for live streaming other than just the two City Council meetings every month and expressed her opinion the business conducted by the Planning Commission was just as important. Councilmember Bloxham stated he merely wanted to provide access to the City Council meeting to residents at home, in real time. A discussion took place regarding the difference between live streaming and providing access to the video from previous meetings and Mayor Petro pointed out there would be significant costs for providing the video after completion of the meeting. Councilmember Bloxham didn't believe there was a need to provide residents access to past meetings as the minutes were the official record of the meeting. Councilmember Fitzpatrick inquired if the City would use both Facebook and YouTube and Mr. Frazier stated providing access on both platforms would be necessary as they each appealed to different users.

Mr. Jensen reminded the Council of processes currently in place which represented the City's desire for transparency: publication of agendas, packet, summary and vote of each agenda item immediately following the meeting on social media, audio recordings placed on the website. He reported based on information provided by cities which were currently providing live streaming services, very few residents watched the meeting from their homes and suggested the Council identify the best use of funds.

Councilmember Thomas asked if the City had the capability to track the number of residents participating via live stream.

Mr. Frazier indicated the City could identify the number of individuals watching the live streaming of the meeting with the in-house vendor and pointed out the City would incur hard costs associated with providing the live streaming in the Council Chambers. He explained a number of cameras, additional equipment, and personnel which would be needed and mentioned this would be specific to the Council Chambers. Mr. Jensen explained the quality of the video which would be available and a discussion took place. Mr. Frazier explained the City's proposal for live streaming and the discussion continued.

Councilmember Day expressed his opinion live streaming of work meetings would be just as relevant as the City Council meetings and requested Staff identify a cost associated with that set up.

Mr. Frazier reported Channel 17 could also provide services which included: Staff, expertise to produce the video, and live streaming. He informed the Council the cost proposal to the City for providing the

services and shared an example of a meeting with the Council and the discussion continued.

Mayor Petro asked how the video could be viewed by the public at a later date without the City incurring significant storage fees to maintain this record. Mr. Frazier responded the video would be accessible via YouTube and Facebook, provided by Channel 17 and clarified the City wasn't creating the record to be maintained. He also explained how it would also be accessible on Channel 17 and the discussion continued.

Mr. Frazier emphasized this proposal didn't require the City to make any significant investment to the Council Chambers and indicated Channel 17 would provide the necessary equipment. Mr. Jensen reiterated the equipment used to provide the live streaming would be owned by Channel 17. Councilmember Morris clarified the video streaming of the work meeting would obviously be different and the discussion continued. The Council determined to proceed with streaming the regular meeting at this time.

Mr. Jensen stated Staff recommended this proposal and explained Channel 17 was anxious to move forward. He expressed his opinion this would provide the City with a quality, professional product for a low cost and informed the Council his current customers, Murray City and Ogden City, had expressed their satisfaction with what they received.

Councilmember Fitzpatrick suggested moving forward with the live streaming on a temporary basis until it can be determined how well it was received by the public. She suggested the Council re-evaluate the need for live streaming in six months to determine the return on investment/value for the service, given what the City was currently providing to the residents in the form of transparency. She requested clarification with how GRAMA would be applicable.

Steve Garside, Assistant City Attorney, emphasized since the City wasn't creating the record and wouldn't own the video, it wouldn't be subject to GRAMA.

Mr. Jensen stated Staff would contact Channel 17 to begin live streaming the Council Meeting on March 5, 2020. A discussion took place regarding what other information could be provided prior to the beginning of the streaming of the Council Meeting.

MAYORS REPORT:

Councilmember Fitzpatrick announced she would be participating in a phone call regarding the coordination of the 2020 Census. She indicated she would report to the Council regarding the phone call discussion to the Council at a later date.

The meeting adjourned at 9:06 a.m.

Kimberly S Read, City Recorder