



City of Grand Island

Tuesday, November 18, 2008

Council Session

Item G14

**#2008-331 - Approving Community Video Tour Book Agreement
with CGI Communications, Inc.**

Staff Contact: Paul Briseno, Assist. to City Administrator

Council Agenda Memo

From: Paul Briseno, Assistant to the City Administrator

Meeting: November 18, 2008

Subject: Community Video Tour Book Agreement with CGI Communications, Inc.

Item #'s: G-14

Presenter(s): Paul Briseno, Assistant to the City Administrator

Background

Mayors TV, powered by e•LocalLink, has become the premier provider of streaming web video to towns small and large across the nation. CGI Communications, Inc., the parent company of e•LocalLink, provides an end-to-end video solution, from writing scripts to filming, editing, and host streaming of the video using patent-pending one-click video technology.

Discussion

The community video tour book is an endorsed program of the U.S. Conference of Mayors. This program consists of four basic videos each one minute long and eight additional one minute videos if desired. The four basic videos include a welcome, overview of education, quality of life, and real estate/relocation for the community of Grand Island. These videos will showcase the various aspects of the Grand Island community and the City of Grand Island.

CGI Communications, Inc. is offering the community video tour book at **NO COST** to the City of Grand Island. Nebraska participating communities include the cities of Blair, La Vista, and Omaha. Council can view these videos at <http://www.elocallink.tv/web/main/mayors/map.php>

The benefits of CGI Communications video tour book include:

- Script writing and video content consolation
- Video production and editing
- Storage and streaming of all videos on CGI's dedicated server
- Minimal staff time
- No additional hardware/software

If approved this web service will be launched with the web site upgrade offering our citizens 24/7 access to the Grand Island community and the City of Grand Island.

When searching Grand Island, Nebraska on the internet the City of Grand Island web site is the first site to appear. This makes our web site very marketable and allows CGI Communications, Inc. to offer this service for free to municipalities through the sales of local sponsorship. CGI Communications, Inc. has a community movie program sponsorship policy to ensure appropriate sponsorship. To ensure this policy is upheld the City of Grand Island has oversight of the selected sponsors.

Alternatives

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to approve the agreement with CGI Communications, Inc.
2. Disapprove or deny the agreement with CGI Communications, Inc.
3. Take no action on the issue.

Recommendation

City Administration recommends that the City Council approve the Community Video Tour Book Agreement with CGI Communications, Inc.

Sample Motion

Move to approve the agreement with CGI Communications, Inc. for the Community Video Tour Book.



**CGI Communications
130 E. Main St, 8th Floor
Rochester, NY 14604**

Community Movie Program Sponsorship Policy

It is the policy of eLocalLink/CGI Communications not to solicit or otherwise provide sponsorship opportunities to any business or organization that may be perceived as offensive or partisan. These types of establishments include, but are not limited to, adult bookstores/entertainment, pawnshops, and tattoo/piercing parlors. CGI will also not solicit any political parties and/or organizations.

Additionally, the participating community may advise eLocalLink/CGI of specific businesses to be disallowed as sponsors. The participating community must advise e-LocalLink/CGI of this information in writing PRIOR to the beginning of the sponsorship solicitation campaign.

As a privately owned company, independent of the participating community, eLocalLink/CGI can eliminate from consideration those companies and organizations it deems inappropriate. The participating community is not responsible for actions taken by eLocalLink/CGI in eliminating from consideration those businesses and organizations eLocalLink/CGI has deemed inappropriate.

Community Video Tour Book Agreement

CGI Communications, Inc.
130 East Main Street, 8th Floor
Rochester, NY 14604
(800) 398-3029 phone
(866) 429-8611 fax

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| Name: Paul Briseno |
| Title: Assistant to City Administrator |
| Address: 100 East First Street |
| City, State, Zip: Grand Island, NE 68801 |
| Phone: 308-385-5444 |
| Email: pbriseno@grand-island.com |
| Website: www.grand-island.com |

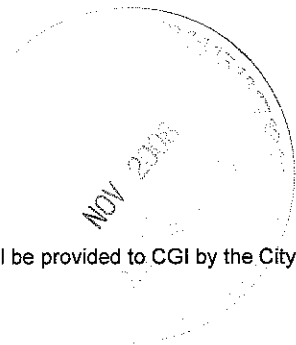
This agreement is between CGI Communications, Inc. and the City of Grand Island and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewing via a link on the www.grand-island.com website homepage for viewer access. The term of this agreement shall automatically renew unless either party gives 60 days written notice of termination or modification prior to expiration. It is the policy of e-LocalLink/CGI Communications not to solicit or otherwise provide sponsorship opportunities to any business or organization that may be perceived as offensive or partisan. These types of establishments include, but are not limited to, adult bookstores/entertainment, pawnshops, and tattoo/piercing parlors. CGI will also not solicit any political parties and/or organizations. Additionally, the participating community may advise e-LocalLink/CGI of specific businesses to be disallowed as sponsors. City of Grand Island must advise e-LocalLink/CGI of this information in writing PRIOR to the beginning of the sponsorship solicitation campaign. As a privately owned company, independent of the participating community, e-LocalLink/CGI can eliminate from consideration those companies and organizations it deems inappropriate. The participating community is not responsible for actions taken by eLocalLink/CGI in eliminating from consideration those businesses and organizations eLocalLink/CGI has deemed inappropriate.

CGI Communications, Inc. and its eLocalLink division shall provide a Community Video Program as follows:

- Website Welcome video from your Mayor or other civic leader and an Education, Quality of Life, and Real Estate/Relocation video (approx. 1 minute in duration)
- Up to 6 additional videos to showcase various aspects of your community and/or organization (providing a total of ten 1 minute community highlight videos)
- Script writing and video content consultation
- A videographer will come to your location to film videos
- All aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Final draft of Community Video Program content subject to your approval
- Patent-pending OneClick™ Technology and encoding of all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMedia® and QuickTime®
- Store and stream all videos on CGI's dedicated server
- Business sponsors allowed on the perimeter of video panels
- Duration of sponsor participation will be one year and eLocalLink is solely responsible for annual sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Viewer access of the Community Video Program from your website shall be facilitated by eLocalLink providing HTML source code for graphic link to be prominently displayed on the www.grand-island.com website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement; "Video Tour Book" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- eLocalLink will own copyrights of the master Community Video Program
- The City of Grand Island will assume no cost or liability for this project

Program Add-On if signed and received by 11/19/08 :

- Encoding, hosting, and streaming of additional 5 minutes of video per month. Finished video content will be provided to CGI by the City of Grand Island



The City of Grand Island shall provide the following:

- A letter of introduction for the program on your organization's letterhead
- Assist with the content and script for the Community Video Program
- Agrees to give eLocalLink the right to use organization's name in connection with the preparation, production, and marketing of the program set forth herein only
- Agrees to display the "Coming Soon" graphic link prominently on the www.grand-island.com website homepage within 10 business days of receipt of HTML source code
- Agrees to display the "Video Tour Book" link to be no less than 150 by 400 pixels prominently on the www.grand-island.com website homepage for the term of this agreement
- Provides eLocalLink exclusive streaming video rights for the program described herein only

We, the undersigned, understand the above information and have full authority to sign this agreement.

The City of Grand Island

Signature:

Name (printed):

Title:

Date:

CGI Communications, Inc.

Signature:

Name (printed): Nicole Rongo

Title: Marketing Manager

Date: 11/5/08

RESOLUTION 2008-331

WHEREAS, CGI Communications, Inc. is the parent company of e•LocalLink which provides streaming web video to municipalities across the nation, and

WHEREAS, CGI Communications, Inc. creates a community video tour book for municipal web sites which includes eight videos, script writing, video content consultation, video production, editing, storage and streamlining of all videos on a CGI dedicated server, and

WHEREAS, community videos promote and showcase the various aspects of the Grand Island community and the City of Grand Island, and

WHEREAS, the U.S. Conference of Mayors endorses the community video tour book program which has proven successful with other Nebraska municipalities, and

WHEREAS, CGI Communications, Inc. is offering the community video tour book program at NO COST to the City of Grand Island, and

WHEREAS, the program will offer an additional interactive tool for the web site upgrade to allow for greater accessibility by citizens, and

WHEREAS, the CGI Communications, Inc. has a community movie program sponsorship policy and the City of Grand Island will have oversight of community sponsors, and

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that an agreement between CGI Communications, Inc. and the City of Grand Island, Nebraska be entered into for the service of Community Video Tour Book.

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Adopted by the City Council of the City of Grand Island, Nebraska, November 18, 2008.

Margaret Hornady, Mayor

Attest:

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|---------------------|-----------------|
| Approved as to Form | ☐ _____ |
| November 14, 2008 | ☐ City Attorney |

RaNae Edwards, City Clerk