



STAFF REPORT

Meeting Date: February 3, 2014

Agenda Item #: 8a

TO: Mayor and Town Council

FROM: Susan Parker, Town Administrator

TITLE: PUBLIC, EDUCATIONAL, OR GOVERNMENTAL ACCESS CHANNEL

Summary:

This staff report outlines the possibility of acquiring a Town of Sunset Beach Public Cable Channel and the estimated start-up costs and continuing expenses.

Background:

Council has discussed various methods of communicating with residents, property owners, business owners and visitors for several years beginning with the Annual Retreat held on February 9, 2011.

- The Annual Report was developed and has been distributed for two (2) years (10/11 & 11/12). The 12/13 Annual Report is scheduled for mid to late summer with distribution in August or September.
- The Council held 12 Community Meetings in 2012. A Community Meeting was held in January, 2014 and Council will be discussing at the May, 2014 meeting.
- During the Beach Topic discussions held recently, the Council continued the communications discussions and requested information concerning a Community Channel.

Upon my arrival, this issue was brought to my attention and several meetings with ATMC representatives have occurred:

- 12-18-2013 – Met with ATMC technology employees to discuss possibilities of a PEG channel.
- 1-3-2014 – Met with ATMC production/editing manager to discuss equipment and programming options.

Discussion:

ATMC has the capacity to provide the Town of Sunset Beach with the opportunity to tape and air the Council Meetings and other public informational items which may include Meeting Notices, Community Bulletin Board, Special Event Programming and Emergency Information crawlers. This opportunity would require filming and editing prior to airing and does not include “live streaming” broadcasting. There may be a possibility to display the meeting in the conference room.

The estimated start-up costs which are unbudgeted would come out of the reserve fund and are outlined below:

Estimated Start-up Costs

Camera/Tripod	\$2,200
Editing Software:	\$ 65
Cable/Audio Jack	\$ 100
Laptop	<u>\$2,000</u> (requires high speed and high memory capacity)
Total	\$4,365

Filming and editing costs per meeting is estimated to be between \$120 and \$200. Monthly expense is dependent upon number and length of meetings.

The state issued cable franchise bill included a funding grant. However, the state no longer provides “start-up” grants to local governments.

Recommendation:

Move to direct Staff to contact ATMC to:

1. Request the installation of items needed to tape meetings,
2. Purchase the equipment needed,
3. Enter into a contract with a film/edit service company and ATMC,
4. Develop a public channel use policy.