



County of El Dorado

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Legislation Details (With Text)

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Title: Chief Administrative Office recommending Board of Supervisors:
1) Receive information on a no cost County Video Program through a partnership with CGI Communications, Inc.;
2) Delegate authority to the Chief Administrative Officer to sign non-standard agreement with CGI Communications and related program documentation; and
3) Waive Board of Supervisors Policy A-22 regarding links to commercial websites for the County Video Program.

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Agreement.pdf, 2. B - CGI Sponsor Policy.pdf, 3. C - Introduction Letter.pdf, 4. D - National Association of Counties Letter.pdf, 5. E - Board Policy A-22.pdf, 6. Fully executed Movie Tour Book Agreement.pdf

Date	Ver.	Action By	Action	Result
1/24/2012	1	Board of Supervisors	Approved	Pass

Chief Administrative Office recommending Board of Supervisors:
1) Receive information on a no cost County Video Program through a partnership with CGI Communications, Inc.;
2) Delegate authority to the Chief Administrative Officer to sign non-standard agreement with CGI Communications and related program documentation; and
3) Waive Board of Supervisors Policy A-22 regarding links to commercial websites for the County Video Program.

Fiscal Impact/Change to Net County Cost: Fiscal impact includes staff time to assist with video production. There is no change to net county cost.

Background: CGI Communications Inc. is a Premier Corporate Member of the National Association of Counties (NACO) that specializes in local government video marketing. At no cost to the County, CGI Communications will produce up to ten promotional videos which will be featured on the County's website. Video categories recommended by CGI Communications include a Welcome message, Education, Quality of Life, and Real Estate/Relocation. The Chief Administrative Office will work with affected departments and interested parties to identify the remaining video categories and content. Topics may include but are not limited to: Economic Development, Recreation/Tourism, Business and Industry, Arts and Cultural Events, Historic Sites, Public Safety, and Featured Cities/Communities. Video content will be updated every three years. In addition, the County may provided up to five minutes per month of finished video content which CGI Communications will also host on its server.

Links to local business sponsors will be included in the perimeter of each video field. Selection of approximately 16 to 18 business sponsors per video will be made by CGI Communications. CGI

Communications' sponsorship policy (Attachment B) excludes businesses or organizations that may be perceived as offensive. In order to facilitate sponsorship, the County provides a letter of introduction (Attachment C) that CGI Communications will use in its marketing effort.

Section 4E of Board Policy A-22 (Attachment E) generally prohibits linking to commercial websites. The Chief Administrative Office recommends a waiver of Policy A-22 for this program only.

The Agreement with CGI Communications (Attachment A) is a non-standard Agreement for a three year term. The Agreement automatically renews after three years unless terminated by either party. There is no cost to the County.

Reason for Recommendation: A partnership with CGI Communications is an excellent opportunity to enhance the County's web presence with top quality promotional videos at little cost.

Action to be taken following Board approval: Chief Administrative Officer to sign Agreement and related program documentation, and work with CGI Communications for video production.

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Concurrences: