

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: August 26, 2013
	Agenda Item No. 32 Roll Call No. <u>13-1339</u> Communication No. <u>13-448</u> Submitted by: Richard A. Clark, City Manager

AGENDA HEADING:

Approving a letter from City Manager to be sent to local businesses regarding potential advertising on Community Video Program.

SYNOPSIS:

Approving City Manager’s letter to local businesses to introduce the “Community Video Showcase.” The video program is a partnership between City and CGI Communications, Inc. (President Bob Forys, 130 East Main Street, 5th Floor - The Granite Building Rochester, NY 14604) to produce a series of online streaming videos that promote Des Moines and highlights many of the city’s awards and recognitions. It is recommended by the U.S. Conference of Mayors and the National League of Cities.

Recommend approval the letter on City letterhead to be signed by the City Manager.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

The CGI Communications, Inc. (CGI) “Community Video Showcase” program provides its services at no charge to the City of Des Moines, but solicits local advertisers to advertise online in connection with the video program. CGI will work with the City Manager’s Office and Public Information Office to create the videos. CGI will provide its Patented One Click 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 Windows Media and QuickTime, and store and stream all videos on CGI’s dedicated server. In addition, all the videos will be made available to the City’s cable channel.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

This agreement between CGI and the City of Des Moines, Iowa allows for renewal of the agreement for a period of up to two (2) years.

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the first floor of City Hall, 400 Robert D. Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to cityclerk@dmgov.org.