



# CITY OF PLANO COUNCIL AGENDA ITEM

<b>CITY SECRETARY'S USE ONLY</b>					
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory					
Council Meeting Date:		June 23, 2014			
Department:		Marketing and Community Engagement			
Department Head		Mary Vail-Grube			
Agenda Coordinator (include phone #): <b>Kellie Boyer x7248</b>					
<b>CAPTION</b>					
To approve an expenditure for the provision of various professional media services from Herbst Technical Services, in the estimated annual amount of \$54,000 and authorizing the City Manager to execute all necessary documents.					
<b>FINANCIAL SUMMARY</b>					
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP					
FISCAL YEAR:	<b>2013-14 thru 2017-18</b>	<b>Prior Year (CIP Only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Budget		0	13,500	202,500	<b>216,000</b>
Encumbered/Expended Amount		0	0	0	<b>0</b>
This Item		0	-13,500	-202,500	<b>-216,000</b>
BALANCE		0	0	0	<b>0</b>
<b>FUND(s):    PTN FUND</b>					
<p><b>COMMENTS:</b> This item approves price quotes. Expenditures will be made in the PTN Department based on need within the approved budget appropriations for each year of the contract. The estimated annual amount to be spent in FY 2013-14 is \$13,500. The estimated future annual amount to be spent in FY 2014-15 is \$54,000, FY 2015-16 \$54,000, FY 2016-17 \$54,000, and FY 2017-18 is \$40,500.</p> <p><b>STRATEGIC PLAN GOAL:</b> Providing professional services for video editing system support for Plano Television Network, (PTN) relates to the City's Goal of a Financially Strong City with Service Excellence.</p>					
<b>SUMMARY OF ITEM</b>					
The Marketing and Community Engagement Department recommends purchasing various professional media services from Herbst Technical Services in the estimated annual amount of \$54,000. The City is exempt from the competitive bid process for this purchase as allowed by Local Government Code Chapter 252 Subchapter B Section 252.022(a)(4).					
List of Supporting Documents:			Other Departments, Boards, Commissions or Agencies		
Memo					



# Memorandum

**Date:** June 23, 2014

**To:** Bruce Glasscock, City Manager  
Jim Parrish, Deputy City Manager

**From:** Mary Vail-Grube, Director of Marketing and Community Engagement

## **Background Information**

Previously, as part of the PlanoTV (PTN) division, the city employed a full-time Broadcast Engineer. Stan Pierce, who held that position for many years, retired in January. At that time we evaluated the needs in this area within the context of changes in technology and the recent upgrade of all video and audio systems in the control room. Staff determined that the current systems did not require a full-time staff position to fully support the operations.

A professional services contract was in place with Herbst Technical Services to provide network and video editing system support as well as all Apple product support used in production and broadcast. Jeff Herbst has been working in this capacity for four years and is thoroughly familiar with the PlanoTV operation and is fully qualified to provide the full support of equipment and broadcast functions needed by the city and PlanoTV.

This new agreement with Herbst Technical Services will provide for the full scope of engineering support services required to maintain and operate all video, audio, live production and broadcast functions associated with PlanoTV. This contract will provide the highest level of support and service that we need in a more cost efficient manner than employing a full-time staff person at this time.

## **Award Justification/Process**

Herbst Technical Services has been under contract to provide network and video editing support for several years. Herbst Technical Services was involved with the recent equipment upgrade process and is thoroughly familiar with the equipment and operations of the PlanoTV function, control room operations, and live broadcast requirements. Herbst is an expert in this field and is abreast of all the most recent technology advancements and equipment requirements and can provide a full scope of services in the most cost and time efficient manner to PlanoTV and Marketing. This new contract will provide for the full scope of services related to design, analysis, testing, integration, deployment and troubleshooting of all digital media systems, as well as appropriate level of time commitment by Herbst Technical to provide the full support needed to operate and maintain the PlanoTV network, control room, editing and live broadcast services.



# Memorandum

## **Recommendation**

Staff recommends that the City Council approve the professional services agreement between the City of Plano Marketing and Community Engagement Department and Herbst Technical Services to provide the full scope of operations and equipment maintenance services related to PlanoTV for a period of one year, with option to renew for an additional three, one-year terms with annual compensation not to exceed \$54,000.

## **Adverse Impact of No Approval**

If this contract is not awarded by the City Council, the ability to broadcast public meetings and other programming will be adversely impacted.