



# COUNTY OF SONOMA

575 ADMINISTRATION  
DRIVE, ROOM 102A  
SANTA ROSA, CA 95403

## SUMMARY REPORT

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**Agenda Date:** 5/24/2022

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**To:** Board of Supervisors

**Department or Agency Name(s):** Board of Supervisors, Transportation and Public Works

**Staff Name and Phone Number:** Marcie Woychik 707-565-2241

**Vote Requirement:** 4/5th

**Supervisorial District(s):** Countywide

**Title:**

Adjustment to Transportation and Public Works Special Projects Budget for Board of Supervisors Meeting Production Services

**Recommended Action:**

Adopt a resolution authorizing a budgetary adjustment to the Transportation and Public Works Fiscal Year 2021-2022 Adopted Budget in the amount of \$36,000 for Board of Supervisors meeting filming and production services funded with FY 2021-22 General Fund Contingencies. (4/5<sup>th</sup> Vote Required)

**Executive Summary:**

Daydreamer Cinema, LLC dba Culture Pop Films (Culture Pop Films) is the current vendor providing Video Production Services to the Board of Supervisors, Economic Development Board and other County departments in accordance with a contract that was awarded on August 14, 2018.

The incorporation of a hybrid, in-person and virtual format, and significant increases to the number and length of Board of Supervisors meetings over the past few years primarily due to multiple wildfire disasters, and COVID-19 public health emergency event resulted in the increased use of video production services. Staff is requesting that the Board authorize use of FY 2021-22 General Fund Contingencies in the amount of \$36,000 for Board of Supervisors meeting filming and video production costs through the end of the current fiscal year.

**Discussion:**

In June 2018 a Request for Proposals was issued seeking out qualified video production service providers to capture, record and distribute various County events including Board of Supervisors general public meetings, the Economic Development Board's annual State of the County address, and various other videography needs by other County departments.

The County received two proposals from qualified vendors. After a thorough, weighted evaluation of the proposals, conducted by a review team comprised of staff from General Services, Information Systems, Economic Development Board, and Board of Supervisors departments, the team recommended entering into an agreement with Culture Pop Films.

The County entered into an agreement with Culture Pop Films on August 14, 2018 for a period through August 31, 2021 in an amount not to exceed \$258,354 to provide Video Production Services to the Board of Supervisors, Economic Development Board and other County departments. On August 24, 2021, the Board

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authorized an amendment to the agreement to increase the amount by \$200,000 and extending the term for an additional year ending August 31, 2022.

The number of Sonoma County Board of Supervisors meetings has nearly doubled over the past 10 years. From 2017 to present the Board of Supervisors have held more special meetings in order to receive updates on various emergencies impacting the County. The years 2019 and 2020 represented the largest number of meetings with a total of 57 and 60 meetings respectively. The Board continues to renew the ability to attend meetings virtually through AB 361. This hybrid format utilizes twice the staffing needs as that exclusively in person or virtual.

The originally adopted budget for the 2021-2022 Transportation and Public Works Special Projects budget for Board Meeting video production services was \$116,000, however the increased expenses associated with the hybrid format will exceed the contract budgeted amount. Today's action requests that the Board authorize use of General Fund Contingencies in the amount of \$36,000 to fund Board of Supervisors meeting filming and production costs through the end of FY 2021-22.

**Prior Board Actions:**

August 24, 2021 - Daydreamer Cinema, LLC dba Culture Pop Films Contract Amendment

November 17, 2020 - Daydreamer Cinema, LLC dba Culture Pop Films Contract Amendment

August 14, 2018 - Execute an agreement with Culture Pop Films, Inc. for video production services

August 25, 2015 - Execute an agreement with Culture Pop Films, Inc. for video production services

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 21-22 Adopted</b>	<b>FY22-23 Projected</b>	<b>FY 23-24 Projected</b>
Budgeted Expenses			
Additional Appropriation Requested	\$36,000		
<b>Total Expenditures</b>	<b>\$36,000</b>		
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies	\$36,000		
<b>Total Sources</b>	<b>\$36,000</b>		

**Narrative Explanation of Fiscal Impacts:**

The annual budget for the filming and video production services of Board of Supervisors' meetings of \$116,000 is financed by Cable Franchise Fees. Costs are budgeted in the Transportation and Public Works

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Special Projects Unit. Additional appropriations of \$36,000 in General Fund Contingencies are requested for FY 2021-22 to cover increased costs through the end of the fiscal year.

**Narrative Explanation of Staffing Impacts (If Required):**

None

**Attachments:**

Budget Resolution

Original Contract with Daydreamer Cinema, LLC dba Culture Pop Films

First Amendment

Second Amendment

**Related Items "On File" with the Clerk of the Board:**

None