



## SUMMARY REPORT

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**Agenda Date:** 9/20/2022

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**To:** Board of Supervisors

**Department or Agency Name(s):** Board of Supervisors

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

**Vote Requirement:** Majority

**Supervisorial District(s):** Countywide

**Title:**

Daydreamer Cinema, LLC dba Culture Pop Films Contract Amendment

**Recommended Action:**

Authorize the Chair of the Board to execute the third amendment to the agreement with Daydreamer Cinema, LLC dba Culture Pop Films for Board of Supervisors meeting video production services extending the term for an additional year ending August 31, 2023.

**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 execution of a third contract amendment with Culture Pop Films to extend the term of the agreement for an additional year to provide contract capacity needed to continue services.

**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. A first amendment to the original contract was approved November 17, 2020 increasing the agreement amount by \$107,713 and all other terms

remained unchanged. A second amendment to the original contract was approved August 24, 2021 increasing the agreement amount by \$200,000 and extending the term for an additional year ending August 31, 2022. As of July 2022, \$211,485 remain available against the contract and further budget requests are not needed at this time.

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. Due to the COVID-19 pandemic, meetings increased sharply in order to provide updates on the current response efforts, community reopening considerations, and economic recovery coordination. Additionally, the incorporation of a hybrid Board meeting format has increased the number of production staff needed to support both in-person and remote operations thus increasing service provider costs by about 50%.

In order to continue to receive video production services for an additional year, a third amendment extending the original terms of the agreement through August 31, 2023 is required. All other terms remain unchanged from the initial agreement. To ensure the County continues to obtain the most competitive vendor, County staff will prepare an updated request for proposals for the provision of this service when this contract amendment expires in 2023.

**Prior Board Actions:**

August 24, 2021 - Execute a Third Amendment with Culture Pop Films, Inc. for video production services

November 17, 2020 - Execute a First Amendment with Culture Pop Films, Inc. for video production services

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 22-23 Adopted</b>	<b>FY23-24 Projected</b>	<b>FY 24-25 Projected</b>
Budgeted Expenses	\$140,000 Estimated use	\$24,000 Estimated use for 2 months	
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$140,000</b>	<b>\$24,000</b>	
<b>Funding Sources</b>			
General Fund/WA GF	\$140,000	\$24,000	
State/Federal			
Fees/Other			
Use of Fund Balance			

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Contingencies			
<b>Total Sources</b>	<b>\$140,000</b>	<b>\$24,000</b>	

**Narrative Explanation of Fiscal Impacts:**

Contract expenses are included in the FY 2022-23 Non-Departmental budget and are financed with discretionary General Fund contribution for outside services required to support Board of Supervisors hybrid (in-person/virtual) format meetings.

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

N/A

**Attachments:**

Third Amendment

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

Original Contract with Daydreamer Cinema, LLC dba Culture Pop Films

First Amendment

Second Amendment