



## Legislation Details (With Text)

**File #:** 2020-1171  
**Type:** Consent Calendar Item **Status:** Agenda Ready  
**File created:** 11/5/2020 **In control:** Board of Supervisors  
**On agenda:** 11/17/2020 **Final action:**  
**Title:** Daydreamer Cinema, LLC dba Culture Pop Films Contract Amendment  
**Sponsors:** Board of Supervisors, Transportation and Public Works  
**Indexes:**  
**Attachments:** 1. Summary Report, 2. Budget Resolution, 3. Culture Pop First Amendment

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

**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:**

Daydreamer Cinema, LLC dba Culture Pop Films Contract Amendment

### Recommended Action:

- A) Authorize the Chair of the Board to execute the first amendment to the agreement with Daydreamer Cinema, LLC dba Culture Pop Films for Board of Supervisors meeting video production services increasing the amount by \$107,713, resulting in a new not-to-exceed amount of \$366,067 with no change to the term ending August 31, 2021.
- B) Adopt a resolution authorizing a budgetary adjustment to the Transportation and Public Works Fiscal Year 2020-2021 Adopted Budget in the amount of \$39,505 for Board of Supervisors meeting filming and production services. (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.

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 contract amendment with Culture Pop Films increasing the contract amount by \$107,713 to provide contract capacity needed to continue services through the duration of the contract period. Staff is also requesting that the Board authorize use of General Fund Contingencies in the amount of \$39,505 for Board of Supervisors meeting filming and video production costs through the end of FY 2020-21. The Board's Use of General Fund Contingencies Policy states that decisions on use of contingencies should only occur at the Board's annual

budget hearings, and during mid-year budget updates, however staff is requesting an exception to Board policy given that the TPW Special Projects budget will not have sufficient appropriations to cover costs beyond January 2021.

**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.

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. Staff estimates that \$11,382 in Board meeting video production costs associated with COVID-19 from July - December 2020 is eligible for reimbursement from the COVID-19 CARES fund established for County operations.

In order to continue to receive video production services through the end of the contract period an amendment increasing the contract amount by \$107,713 is required. Today's action also requests that the Board authorize use of General Fund Contingencies in the amount of \$39,505 to fund Board of Supervisors meeting filming and production costs through the end of FY 2020-21.

The terms of the First Amendment of the Agreement with Culture Pop Films remain unchanged from the initial agreement, with the exception of the increased agreement amount.

**Prior Board Actions:**

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

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

**FISCAL SUMMARY**

| <b>Expenditures</b>                | <b>FY 20-21<br/>Adopted</b> | <b>FY21-22<br/>Projected</b> | <b>FY 22-23<br/>Projected</b> |
|------------------------------------|-----------------------------|------------------------------|-------------------------------|
| Budgeted Expenses                  | \$56,858                    | \$11,350                     |                               |
| Additional Appropriation Requested | \$39,505                    |                              |                               |

|                           |                 |                 |  |
|---------------------------|-----------------|-----------------|--|
| <b>Total Expenditures</b> | <b>\$96,363</b> | <b>\$11,350</b> |  |
| <b>Funding Sources</b>    |                 |                 |  |
| General Fund/WA GF        | \$46,858        | \$11,350        |  |
| State/Federal             |                 |                 |  |
| Fees/Other                | 10,000          |                 |  |
| Use of Fund Balance       |                 |                 |  |
| Contingencies             | \$39,505        |                 |  |
| <b>Total Sources</b>      | <b>\$96,363</b> | <b>\$11,350</b> |  |

**Narrative Explanation of Fiscal Impacts:**

The annual budget for filming and video production services of Board of Supervisors' meetings of \$67,000 and is financed by Cable Franchise Fees. Costs are budgeted in the Transportation and Public Works Special Projects Unit. Additional appropriations of \$39,505 in General Fund Contingencies are requested for FY 2020-21 to cover increased costs through the end of the fiscal year. Projected costs of \$11,350 for July and August 2021 services will be included in the FY 2021-22 Transportation and Public Works budget.

The EDB's FY 2020/21 annual cost for services is \$10,000 is funded with Transient Occupancy Tax funds annually allocated to the department.

| <b>Staffing Impacts:</b>                       |                                        |                           |                           |
|------------------------------------------------|----------------------------------------|---------------------------|---------------------------|
| <b>Position Title (Payroll Classification)</b> | <b>Monthly Salary Range (A-I Step)</b> | <b>Additions (Number)</b> | <b>Deletions (Number)</b> |
|                                                |                                        |                           |                           |
|                                                |                                        |                           |                           |
|                                                |                                        |                           |                           |

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

None

**Attachments:**

First Amendment  
Budget Resolution

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

Original Contract with Daydreamer Cinema, LLC dba Culture Pop Films