



# County of Monterey

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

## Board Report

---

**File #: A 21-327, Version: 1**

---

- a. Approve and authorize the Director of Information Technology or his designee to execute Amendment No. 3 to the agreement with Armstrong Productions, Incorporated for broadcast services, adding an additional \$105,000 for a revised agreement amount of \$504,880, and extending the agreement term by one (1) year for a revised agreement term of November 7, 2017 through June 30, 2022; and
- b. Approve and authorize the Director of Information Technology or his designee to execute up to one (1) extension of the Agreement, of one (1) year if needed, subject to County Counsel review, provided there is no significant change in Agreement terms and provided any increase in cost is limited to no more than ten (10) percent of the yearly amount (\$10,500 maximum increase per renewal).

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of Information Technology or his designee to execute Amendment No. 3 to the agreement with Armstrong Productions, Incorporated for broadcast services, adding an additional \$105,000 for a revised agreement amount of \$504,880, and extending the agreement term by one (1) year for a revised agreement term of November 7, 2017 through June 30, 2022; and
- b. Approve and authorize the Director of Information Technology or his designee to execute up to one (1) extension of the Agreement, of one (1) year if needed, subject to County Counsel review, provided there is no significant change in Agreement terms and provided any increase in cost is limited to no more than ten (10) percent of the yearly amount (\$10,500 maximum increase per renewal).

### SUMMARY:

The Monterey County Government Channel airs the meetings of the Board of Supervisors, the Planning Commission and other public meetings, hearings and events which take place primarily in the Board of Supervisor Chambers. The Amendment No. 3 with Armstrong Productions provides for the continuation of services needed to facilitate the recording and broadcast of these meetings as well as support and maintain the on-air broadcast operations of the county channel.

### DISCUSSION:

The Monterey County Government Channel is a government access channel whose operations are primarily funded by cable access fees. The channel is seen on Comcast Cable Channel 28, streams online on the channel website: [www.mgtvonline.com](http://www.mgtvonline.com) <<http://www.mgtvonline.com>> and on YouTube <<https://www.youtube.com/channel/UCNLi099wf8EsMZR3YyeIjQg>>. Meetings recording under this contract can also be streamed onto social media platforms in coordination with Information Technology Department.

The mission of the channel is to provide access, transparency and insight into Monterey County government and to foster a better understanding of how government works for and with the community. The primary programming on the channel are meetings of the Board of Supervisors and other commissions, public agency hearings, information about county topics of interest and events. The creation of informative programming for the channel is facilitated through a separate contract.

The recommended Amendment No. 3 provides for the continuation of recording and broadcasting meetings and events from the Board of Supervisors Chambers, or any other location in a county building equipped for that

purpose, as well as to support and maintain the on air broadcast operations of the channel. Those duties include maintaining a schedule of programming where the public may find such information such as online, Comcast, TV Guide or on the channel website; scheduling programs for broadcast; creating informative graphics about County information and transferring and uploading locally created and provided programs to any platform in which the channel is viewed.

**OTHER AGENCY INVOLVEMENT:**

County Counsel has reviewed the Agreement as to legal form. As the administrator of Public, Educational and Governmental (PEG) access fees, the Information Technology Department has reviewed fiscal provisions.

**FINANCING:**

The cost of this agreement is not to exceed \$504,880 and does not impact the County General Fund. Government channel activities and services are funded by cable franchise fees.

**BOARD OF SUPERVISORS STRATEGIC INITIATIVES:**

The Monterey County Government Channel touches all aspects of the County's Strategic Initiatives. It provides public access and transparency to the decision making bodies of county government as well as insight into how programs and services rooted in the County's Strategic Initiatives impact the community through informative programming.

X Economic Development  
X Administration  
X Health & Human Services  
X Infrastructure  
X Public Safety

Prepared by: Maia Carroll, Communications Coordinator, 796-3092

Approved by:

\_\_\_\_\_  
Date: \_\_\_\_\_  
Eric A. Chatham, Director of Information Technology, 759-6920

**Attachments:**

Armstrong Standard Agreement Renew  
Armstrong Amendment No. 2  
Armstrong Amendment No. 3

Attachments on file with the Clerk of the Board