



# CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE 4/4/06

**SUBJECT:** Approval of TV Production Arrangement with the Town of Ponce Inlet

**DEPARTMENT:** CITY MANAGER'S OFFICE

**RECOMMENDED MOTION:**

To approve a video production working relationship between pogTV and the Town of Ponce Inlet for their Government Access Television Station per the terms of the attached agreement letter, conditioned upon Ponce Inlet designating the applicable rate per hour.

**SUMMARY:**

Under the City's cable franchise agreement and pogTV business plan, the City is allowed to seek grants from the community to sponsor programming. Another aspect of the business plan is to perform production work for other municipalities or groups. pogTV has negotiated a video production arrangement to create, film, and edit production pieces for Ponce Inlet to air on their government access channel.

Attached is the production proposal the Town Council of Ponce Inlet has already approved. If you have any questions, please contact William R. Whitson, Assistant City Manager

**ATTACHMENTS:**  Ordinance  Resolution  Budget Resolution  
 Other  Supporting Documents and Contract

**DEPARTMENT HEAD** Signed *William R. Whitson* Date 3/24/06

**FINANCE DEPARTMENT** <sup>BR</sup> Approved as to Budget Requirements Date

**CITY ATTORNEY** *M. J. K...* Approved as to Form and Legality Date 3-24-06

**CITY MANAGER** *William R. Whitson* Approved Agenda Item For: 4/4/06

**COUNCIL ACTION:**  Approved as Recommended  Disapproved  
 Tabled Indefinitely  Continued to Date Certain  Approved with Modification



# Town of Ponce Inlet

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4680 South Peninsula Drive  
Ponce Inlet, Florida 32127

**CITY OF PORT ORANGE  
RECEIVED**

**MAR 17 2006**

**CITY MANAGER**

*copy to W. Whitson  
K. Donahue*

March 8, 2006

Kenneth W. Parker, City Manager  
City of Port Orange  
1000 City Center Blvd.  
Port Orange, Florida 32119

Re: TV Production Agreement

Dear Ken:

Please accept this letter as confirmation for the Town of Ponce Inlet to proceed with production of an informational video by Port Orange Staff per the letter sent by Mr. Donahue dated July 21, 2005.

We look forward to working with your staff on this project. Additionally, we are anxious to have a high quality informational video highlighting the many fine aspects of Ponce Inlet local government.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "K. Blissett". The signature is written in a cursive, flowing style with large loops and flourishes.

Kassandra Blissett  
Town Manager

KEB/djs



July 21, 2005

Mr. Dan Scales  
Fire Chief  
Ponce Inlet Fire Rescue  
4680 South Peninsula Dr.  
Ponce Inlet, FL 32127  
[dscalles@ponce-inlet.org](mailto:dscalles@ponce-inlet.org)

**RE: Ponce Inlet TV Proposal**

Dear Chief Scales:

Thank you for the tour of your facility and your request for a proposal. Taking into account the current head end connection with Bright House Networks and the computer setup operating the bulletin board system, I have developed a basic equipment list. The equipment will augment the current Ponce Inlet setup and allow broadcasting of produced video pieces and also the ability to program the TV station 24/7. If you notice, I have listed a VHS/DVD player to take advantage of existing VHS informational tapes Ponce Inlet may already have and free programming available from museums, NASA, and other agencies, which are usually in a DVD format. You can go one step further and purchase a VHS/DVD player that records to expand capabilities if you wish.

In addition, I have provided video production price information. POGTV has the staff and equipment to perform full video production services from copy creation to video capture to editing/final product. We have broken the production price into two categories: with copy already provided by Ponce Inlet, and without.

In closing, if you have any questions or need clarification, please give me a call at 386-506-5501.

Sincerely,

Kent E. Donahue  
Public Information Officer &  
Grants Coordinator

Attachment

cc: William R. Whitson, Assistant City Manager

**Ponce Inlet TV Proposal**  
July 2005

**Equipment:**

No.	Description	Model	Unit
1	Monitor B/W 2 channel	JVC	\$200.00
1	Rack to house equipment		\$100.00
1	16x8 A/V switcher	Knox RS-16X8HB	\$3,800.00
1	Auto-playback controller	Leightronix TCD /IP	\$5,500.00
1	M-PEG- Player	Leightronix TCD R/P	\$4,500.00
1	VHS/DVD player	Panasonic PV-D4745K	\$250.00

TOTAL: \$14,350.00

**Production:**

To give you an idea of production times, for every minute on air there is roughly one to one and half hour of production work to be completed. For example, a five-minute final production piece would require 5 to 7.5 hours to create copy, video, and edit. The following is the proposal rate with copy provided and without copy provided.

- A. \$35 per hour with Copy provided by Ponce Inlet
- B. \$45 per hour with pogTV providing the Copy