



REPORT

To: Chair and Directors

Report Number: ADM-BRD-075

From: Tyra Henderson, Corporate Officer

Date: September 1, 2020

Subject: Video Recording of Board Meetings – Contract Extension 2020-2021

RECOMMENDATION: [Corporate Weighted]

That the Regional Board renew the contract with Russell Eggleston Creative Services (dba Sound in Town) for the video recording of bi-monthly Board meetings, effective April 1, 2020, for an additional one year term at a monthly cost of \$1700; further, that the Chair and Chief Administrative Officer be authorized to sign the agreement extension on behalf of the PRRD.

BACKGROUND/RATIONALE:

In January of 2018, the Regional Board adopted the Board Meeting Video Recording Policy.

Since April 12, 2018, PRRD Board Meetings have been video recorded and made available online for the benefit of the public who are unable to attend Board Meetings. Throughout COVID-19, the recording service has allowed the PRRD to livestream its Board Meetings on Facebook to reduce the risks of in person attendance, while providing public transparency. Due to restrictions on the number of people allowed in the boardroom, the Facebook livestream allows staff to watch the meeting from their desk.

According to analytics gathered from the PRRD Facebook Insights, there were 29,281 “minutes watched” of Board Meeting videos since April 2020. There has been an average high of 18 live viewers per meeting. The analytics show a low view rate of 1,258 minutes watched for the August 18, 2020 Special Meeting to a high of 5,470 views of the April 23, 2020 meeting.

The original contract with Russell Eggleston Creative Services was for a one year term, with an option to renew up to two times, for one year each, at the same rate of \$1700 per month, or \$850 per meeting. The contract was renewed on April 1, 2019 and is overdue for the final renewal, which would be backdated to April 1, 2020 and end March 31, 2021.

A new request for proposals will be issued in 2021 for the continuation of the service.

ALTERNATIVE OPTIONS:

1. That the Regional Board provide further direction.

STRATEGIC PLAN RELEVANCE:

- ☒ Not Applicable to Strategic Plan.

FINANCIAL CONSIDERATION(S):

An RFQ was issued in March of 2018, seeking bids from qualified service providers for video recording services. Russell Eggleston Creative Services (dba Sound in Town) was the low bidder at \$1700/mth. Other bids included Energetic City at \$1850/mth and New Harvest at \$2900/mth.

Staff have allocated funds in the five year Financial Plan for continuation of this contract in future years, including a small contingency for additional Special meetings that may be scheduled at the call of the Chair or any two Directors.

COMMUNICATIONS CONSIDERATION(S):

The Board Meeting Video Recording Policy states that the purpose of recording and making Board meetings publicly available is to improve access to Board Meeting discussions and decisions. Posting Board Meeting videos publicly improves transparency and communication about how Board decisions are arrived at. The public can hear the actual discussion that takes place prior to a vote on a motion, as only decisions are captured in the minutes of meetings that are also posted online. During COVID, Russell Eggleston Creative Services has been very instrumental in making meeting videos available via livestream to the PRRD Facebook page, in addition to posting them to the website after the fact, along with agendas and minutes to create a “one stop shop” for all Board meeting information. This expanded functionality was done at no additional charge and assisted the PRRD to be able to meet provincial guidelines and PRRD policy to be as transparent and publicly available as possible, even under these new and challenging conditions.

OTHER CONSIDERATION(S):

The Electoral Area Directors’ Committee (EADC) considered the extension of video recording to the Rural Budgets Administration Committee and EADC Meetings but opted not to record the Meetings at this time. If so desired by the Regional Board, the contract could be extended to record any/all of the PRRD Committees.