

1 Introduced by Council Member Salem and Co-Sponsored by Council Members  
2 Johnson, White, Amaro and Boylan and amended by the Rules Committee:

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5 **ORDINANCE 2024-298-E**

6 AN ORDINANCE APPROPRIATING \$100,000 FROM THE  
7 COUNCIL PRESIDENT'S DESIGNATED CONTINGENCY TO  
8 THE COUNCIL STAFF SERVICES OTHER PROFESSIONAL  
9 SERVICES ACCOUNT TO PROCURE THE PROFESSIONAL  
10 SERVICES OF YELLOW DOG MEDIA, LLC, D/B/A WANDER  
11 MEDIA COMPANY ("WANDER MEDIA"), TO REBRAND AND  
12 RECONFIGURE THE CITY'S PUBLIC ACCESS CHANNEL  
13 (CHANNEL 99) AND TO DEVELOP A COMPANION DIGITAL  
14 STREAMING CHANNEL FOR VARIOUS STREAMING DEVICES  
15 AND CHANNELS; PROVIDING FOR CARRYOVER OF FUNDS  
16 TO FISCAL YEAR 2024-2025; INVOKING THE EXEMPTION  
17 IN SECTION 126.107(G) (EXEMPTIONS), PART 1  
18 (GENERAL REGULATIONS), CHAPTER 126 (PROCUREMENT  
19 CODE), *ORDINANCE CODE*, TO ALLOW FOR A DIRECT  
20 CONTRACT WITH YELLOW DOG MEDIA, LLC, D/B/A  
21 WANDER MEDIA COMPANY; APPROVING AND AUTHORIZING  
22 THE MAYOR, OR HER DESIGNEE, AND THE CORPORATION  
23 SECRETARY TO EXECUTE AND DELIVER A CONTRACT WITH  
24 WANDER MEDIA, FOR THE PROVISION OF PROFESSIONAL  
25 SERVICES RELATED TO CHANNEL 99 AND A COMPANION  
26 DIGITAL CHANNEL ON VARIOUS STREAMING DEVICES AND  
27 CHANNELS; PROVIDING FOR OVERSIGHT BY THE COUNCIL  
28 DIRECTOR; PROVIDING AN EFFECTIVE DATE.

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30 **BE IT ORDAINED** by the Council of the City of Jacksonville:

31 **Section 1. Appropriation.** For the 2023-2024 fiscal year,

1 within the City's budget, there are hereby appropriated the indicated  
2 sum(s) from the account(s) listed in subsection (a) to the account(s)  
3 listed in subsection (b):

4 (The account information is attached hereto as **Exhibit 1** and  
5 incorporated herein by this reference)

6 (a) Appropriated from:

7 See attached **Exhibit 1** \$100,000

8 (b) Appropriated to:

9 See attached **Exhibit 1** \$100,000

10 (c) Explanation of Appropriation:

11 The funding above comprises an appropriation of \$100,000  
12 from the Council President's Designated Contingency to the  
13 Council Staff Services Other Professional Services account  
14 to procure the professional services of Yellow Dog Media,  
15 LLC, d/b/a Wander Media Company ("Wander Media"), to  
16 rebrand and reconfigure the City's existing public access  
17 television channel (Channel 99) and to develop a companion  
18 digital channel that will live stream on various streaming  
19 devices and channels.

20 **Section 2. Purpose.** The purpose of the appropriation in  
21 Section 1 is to provide funds to procure the professional services  
22 of Wander Media to identify and develop new and additional content  
23 for Channel 99 with the approval of the Council Director. This would  
24 include content related to public safety, elected official features,  
25 small and emerging businesses, arts and culture, parks and recreation,  
26 historical footage, emergency messaging, accessibility, and other  
27 areas of interest. Wander Media will work closely with Council staff  
28 to schedule and launch this content on both Channel 99 and will also  
29 develop a companion digital channel that will live stream on various  
30 streaming devices and channels such as Roku, Apple TV, YouTube TV and  
31 Amazon Fire.

1           **Section 3.           Carryover.** The funds appropriated by this  
2 Ordinance shall not lapse but shall carryover to fiscal year  
3 2024-2025.

4           **Section 4.           Invoking the Exemption in Section 126.107(g),**  
5 **Ordinance Code.** The City is hereby authorized to procure the use  
6 of the professional services of Yellow Dog Media, LLC, d/b/a Wander  
7 Media Company, to provide the services described in **Revised Exhibit**  
8 **2**, labeled as "Revised Exhibit 2, Rev Scope, May 6, 2024 - Rules"  
9 attached hereto and incorporated herein by this reference. Pursuant  
10 to Section 126.107(g) (Exemptions), Part 1 (General Regulations),  
11 Chapter 126 (Procurement Code), *Ordinance Code*, such procurement is  
12 exempt from competitive solicitation because the supplies or services  
13 are to be provided by those specifically prescribed within authorizing  
14 legislation that appropriates the same. With the exception of the  
15 foregoing, all other provisions of Chapter 126, *Ordinance Code*, shall  
16 remain in full force and effect.

17           **Section 5.           Approval and Authorization to Execute.** The  
18 Mayor, or her designee, and the Corporation Secretary are hereby  
19 authorized to execute and deliver on behalf of the City an agreement  
20 with Yellow Dog Media, LLC, d/b/a Wander Media Company, in an amount  
21 not-to-exceed \$100,000, subject to the Scope of Services more  
22 particularly described in **Revised Exhibit 2**, for a term commencing  
23 on June 1, 2024 through May 31, 2025, and all other contracts and  
24 documents, including extensions, renewals and amendments to the  
25 agreement, and to otherwise take all action necessary to effectuate  
26 the intent of this Ordinance, subject to appropriate legal review and  
27 approval by the Office of General Counsel and the City's Risk  
28 Management Division for appropriate insurance and indemnification  
29 requirements in accordance with Section 128.601, *Ordinance Code*.

30           **Section 6.           Oversight.** The Council Director shall oversee  
31 the project described herein.

1           **Section 7.           Effective Date.**   This Ordinance shall become  
2 effective upon signature by the Mayor or upon becoming effective  
3 without the Mayor's signature.

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5 Form Approved:

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7           /s/ Mary E. Staffopoulos          

8 Office of General Counsel

9 Legislation Prepared By: Mary E. Staffopoulos

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