

1 Introduced by Council Member Salem:  
2  
3

4 **ORDINANCE 2024-298**

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

27  
28 **BE IT ORDAINED** by the Council of the City of Jacksonville:

29 **Section 1. Appropriation.** For the 2023-2024 fiscal year,  
30 within the City’s budget, there are hereby appropriated the indicated  
31 sum(s) from the account(s) listed in subsection (a) to the account(s)

1 listed in subsection (b):

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

4 (a) Appropriated from:

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

6 (b) Appropriated to:

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

8 (c) Explanation of Appropriation:

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

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

30 **Section 3. Invoking the Exemption in Section 126.107(g),**  
31 **Ordinance Code.** The City is hereby authorized to procure the use

1 of the professional services of Yellow Dog Media, LLC, d/b/a Wander  
2 Media Company, to provide the services described in **Exhibit 2**,  
3 attached hereto and incorporated herein by this reference. Pursuant  
4 to Section 126.107(g) (Exemptions), Part 1 (General Regulations),  
5 Chapter 126 (Procurement Code), *Ordinance Code*, such procurement is  
6 exempt from competitive solicitation because the supplies or services  
7 are to be provided by those specifically prescribed within authorizing  
8 legislation that appropriates the same. With the exception of the  
9 foregoing, all other provisions of Chapter 126, *Ordinance Code*, shall  
10 remain in full force and effect.

11 **Section 4. Approval and Authorization to Execute.** The  
12 Mayor, or her designee, and the Corporation Secretary are hereby  
13 authorized to execute and deliver on behalf of the City an agreement  
14 with Yellow Dog Media, LLC, d/b/a Wander Media Company, in an amount  
15 not-to-exceed \$100,000, subject to the Scope of Services more  
16 particularly described in **Exhibit 2**, for a term commencing on June  
17 1, 2024 through May 31, 2025, and all other contracts and documents,  
18 including extensions, renewals and amendments to the agreement, and  
19 to otherwise take all action necessary to effectuate the intent of  
20 this Ordinance, subject to appropriate legal review and approval by  
21 the Office of General Counsel and the City's Risk Management Division  
22 for appropriate insurance and indemnification requirements in  
23 accordance with Section 128.601, *Ordinance Code*.

24 **Section 5. Oversight.** The Council Director shall oversee  
25 the project described herein.

26 **Section 6. Effective Date.** This Ordinance shall become  
27 effective upon signature by the Mayor or upon becoming effective  
28 without the Mayor's signature.

1 Form Approved:

2

3           /s/ Mary E. Staffopoulos          

4 Office of General Counsel

5 Legislation Prepared By: Mary E. Staffopoulos

6 GC-#1619519-v2-Wander\_Media\_Approp\_(Salem).docx