

CITY COUNCIL RESEARCH DIVISION LEGISLATIVE SUMMARY

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Bill Type and Number: Ordinance 2024-298

Introducer/Sponsor(s): Council President Salem

Date of Introduction: April 9, 2024

Committee(s) of Reference: R, F

Date of Analysis: April 11, 2024

Type of Action: Appropriation; invocation of Procurement Code direct contracting exemption; authorization to execute contract; designation of oversight agency

Bill Summary: The bill appropriates \$100,000 from the Council President's Designated Contingency to the Council Staff Services - Other Professional Services account to procure the professional services of Yellow Dog Media, LLC, d/b/a Wander Media Company to rebrand and reconfigure the City's existing public access television channel (Channel 99) and to develop a companion digital channel that will live stream on various streaming devices and channels. It invokes the direct contracting exemption in the Procurement Code to permit the use of Wander Media without a competitive procurement process. The appropriate officials are authorized to execute a contract with the company and the Council Secretary/Director is designated as the oversight official for the contract.

Background Information: The purpose of the appropriation is to provide funds to procure the professional services of Wander Media to identify and develop new and additional content for Channel 99 with the approval of the Council Director. This would include content related to public safety, elected official features, small and emerging businesses, arts and culture, parks and recreation, historical footage, emergency messaging, accessibility, and other areas of interest. Wander Media will work closely with Council staff to schedule and launch this content on both Channel 99 and will also develop a companion digital channel that will live stream on various streaming devices and channels such as Roku, Apple TV, YouTube TV and Amazon Fire.

Policy Impact Area: Public information

Fiscal Impact: The bill appropriates \$100,000 from the Council President's Designated Contingency account

Analyst: Clements