

City of Duarte
Public Services Commission
May 11, 2022

1. CALL TO ORDER

The meeting was called to order at 7:02 PM.

2. PLEDGE OF ALLEGIANCE

Chair Rodriguez led the Pledge of Allegiance.

3. ROLL CALL

Present: Rodriguez, Teleke, Riley

Absent: Dalessandro, Tovar

Staff: Rocha

4. ITEMS FROM THE PUBLIC

None

5. APPROVAL OF MINUTES

Commissioner Riley made a motion to approve the minutes from March 9, 2022. Chair Rodriguez seconded the motion. The March 9, 2022 minutes were approved by unanimous vote.

6. ITEMS OF BUSINESS

A. PEG Channel Content Creation and Management Proposal
Interviews

- Studio Spectrum, 7:10 PM
- Tripepi Smith, 7:30 PM

Ken Buckowski, Michelle Buckowski, and Tim Drummond with Studio Spectrum introduced themselves and an overview of the company's history and work for cities and non-profits in the last 47 years.

Studio Spectrum showed a video presenting the range of their work including music and interviews of the Glendale Youth Orchestra, City of Long Beach State of the City, community meeting at the South Pasadena Library, Virtual State of the District for Lynwood Unified School District, two city PSAs, among a few other samples.

Vice Chair Teleke commented on the Studio Spectrum proposal being a bit brief and lacking in detail. Vice Chair Teleke wanted to know if there would be a dedicated team to the City of Duarte. K. Buckowski commented that Studio Spectrum has 12 full-time employees but wanted to know if the City was interested in developing talent locally through public training. He also commented that it depends on the budget if offering the training service was possible and that there are also grants available to aid in training efforts.

Staff Rocha offered clarification that the RFP was written to bring in a

content creator and manager for the PEG channel, and that the provider would assist staff in developing guidelines as to what content could go up on the channel that is made by the public (individuals and/or non-profits). Proposals were supposed to consist of three pricing tiers for government, then a combination of government and another element (education or public), and then a price for offering all three services.

Chair Rodriguez commented that the RFP response Studio Spectrum submitted lacked detail. Chair Rodriguez requested further clarification on what the proposal's \$2,500 fee would include for services and examples of the cost of production work in other cities including public training.

K. Buckowski explained that the fee included equipment maintenance, developing policy, and uploading content. The fee does not include any content creation. Studio Spectrum did not submit any pricing for content creation and was unable to provide budget for sample projects at the meeting.

Commissioner Riley asked for the cost of the public being able to access the Studio Spectrum space.

K. Buckowski did not offer a firm amount, stating it depended on the production value.

Staff Rocha explained that the other proposer and the two current City providers provide pricing for contracted content creation which is why the Commissioners are looking for an equivalent answer to make a fair comparison.

Studio Spectrum concluded their presentation.

Ryder Smith, Nolan Voge, Melanie James, and Saara Lampwalla with Tripepi Smith introduced themselves and their roles with Tripepi Smith

Tripepi Smith provided a PowerPoint presentation about the firm's staff, communications services offered, list of some of their other city clients, video sample work from Indian Wells State of the City and City of Huntington Beach's City Council meeting opening, proposed scope of work to be included in a retainer, and available optional services.

Staff Rocha informed the group that Tripepi Smith provides support work to the City currently for social media, strategic messaging, crisis management, graphic design, brand development, and web development/analytics.

Commissioner Riley wanted further details on Tripepi Smith's current work with the City including how the work is divided between Tripepi Smith and City staff.

Tripepi Smith and Staff Rocha explained that City staff work mostly on setting the topics and looking at overall messaging needed, whereas Tripepi Smith does the majority of the day-to-day execution.

Chair Rodriguez, Vice Chair Teleke, and Commissioner Riley commented that it was a high quality and very thorough proposal.

Chair Rodriguez requested further clarification on how the “Public” aspect of the proposal would work.

Smith explained that Tripepi Smith is offering to act as a mini production crew for the public that wants to create content that follows the PEG channel policies that Tripepi Smith would assist in creating. The budget would depend on how many productions would be available to the public per quarter which would be worked out in contract negotiations. This service is not currently offered at other cities.

Lampwalla clarified that the public training sessions are built into the retainer and the mini production would be add-on.

Commissioner Riley confirmed with Staff Rocha that students would have access to put content on the page including what they create in their school programs.

Staff Rocha confirmed that this would be available.

Chair Rodriguez asked which team members would specifically be on the team including those that are currently on the City’s team.

After the presentation concluded, Commissioners discussed the proposals and presentations.

Chair Rodriguez, Vice Chair Teleke, and Commissioner Riley agreed that Studio Spectrum did not submit a proposal and present services that met the scope of work in the request for proposals.

Commissioner Riley wanted to know why Community Media of the Foothills did to submit a proposal. Staff Rocha informed the Commission that Community Media of the Foothills let staff know they were unable to submit due to staff capacity.

Commissioner Riley requested further clarification on the PEG channel budget.

Staff Rocha let the Commissioners know that the current budget is \$63,100 but noted that the budget toward the PEG channel is ultimately up to the City Council to decide.

Commissioners discussed Tripepi Smith's fees in their proposal including the different retainer and add-on options, and multiple configurations for the channel regarding public, education, and government content.

Commissioner Riley motioned to recommend Tripepi Smith to the Duarte City Council for content creation and management of the PEG channel. Chair Rodriguez seconded the motion. The motion passed unanimously.

Chair Rodriguez motioned to recommend to the Duarte City Council just the baseline retainer for all three components Public, Education, Government of Tripepi Smith's proposal. Commissioner Riley seconded the motion. The motion passed unanimously,

7. ITEMS FROM COMMISSION MEMBERS

None.

Staff Rocha reminded the Commission that the Duarte Community Clean-Up was that Saturday, May 14 and that the Community Yard Sale was May 21.

8. ADJOURNMENT

Commissioner Riley motioned to cancel the Regular Public Services Commission meeting on June 8, 2022, due to lack of business and have a Special Public Services Commission meeting on April 15, 2022. Chair Rodriguez seconded the motion. The motion passed by unanimous vote.

Chair Rodriguez adjourned the meeting at 8:45 PM.