

RESOLUTION No. 2008-105-792

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN AGREEMENT WITH CGI COMMUNICATIONS TO IMPLEMENT A "COMMUNITY VIDEO PROGRAM" WITHIN THE CITY, A COPY OF WHICH IS ATTACHED HERETO AS EXHIBIT A; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING AN EFFECTIVE DATE.

WHEREAS, CGI Communications has contacted the City regarding implementing a Community Movie Program within the City of Miami Gardens, and

WHEREAS, the purpose of the program is to assist cities in promoting themselves to visitors and potential developers using video technology via the Internet, and

WHEREAS, the Community Movie Program will be free of charge to the City, NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, as follows:

Section 1. ADOPTION OF REPRESENTATIONS: The foregoing Whereas paragraphs are hereby ratified and confirmed as being true, and the same are hereby made a specific part of this Resolution.

Section 2. AUTHORITY: The City Manager and City Clerk are hereby authorized and directed to execute and attest, respectively, that certain Agreement with CGI Communications to implement a Community Movie Program within the City of Miami Gardens, a copy of which is attached hereto as **Exhibit A**.

Section 3. INSTRUCTIONS TO THE CITY CLERK: The City Clerk is hereby authorized to obtain three (3) fully executed copies of the subject Agreement, with one

to be maintained by the City; with one to be delivered to CGI Communications, and with one to be directed to the Office of City Attorney.

Section 4. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS AT ITS REGULAR MEETING HELD ON MAY 28, 2008.

  
SHIRLEY GIBSON, MAYOR

ATTEST:

  
RONETTA TAYLOR, CMC, CITY CLERK

PREPARED BY: SONJA KNIGHTON DICKENS, ESQ.  
City Attorney

SPONSORED BY: Mayor Shirley Gibson

MOVED BY: Councilman Gilbert  
SECONDED BY: Councilman Bratton

**VOTE: 7-0**

|                                |                    |                  |
|--------------------------------|--------------------|------------------|
| Mayor Shirley Gibson           | <u>  X  </u> (Yes) | <u>    </u> (No) |
| Vice Mayor Barbara Watson      | <u>  X  </u> (Yes) | <u>    </u> (No) |
| Councilman Melvin L. Bratton   | <u>  X  </u> (Yes) | <u>    </u> (No) |
| Councilman Aaron Campbell      | <u>  X  </u> (Yes) | <u>    </u> (No) |
| Councilman Oliver Gilbert, III | <u>  X  </u> (Yes) | <u>    </u> (No) |
| Councilwoman Sharon Pritchett  | <u>  X  </u> (Yes) | <u>    </u> (No) |
| Councilman André Williams      | <u>  X  </u> (Yes) | <u>    </u> (No) |

SKD/teh  
8113219\_1.DOC

R-14

May 28, 2008 City Council Meeting  
City of Miami Gardens  
Addition

1515-200 NW 167<sup>th</sup> Street  
Miami Gardens, Florida 33169



Mayor Shirley Gibson  
Vice Mayor Barbara Watson  
Councilman Melvin L. Bratton  
Councilman Aaron Campbell Jr.  
Councilwoman Sharon Pritchett  
Councilman André Williams  
Councilman Oliver Gilbert III

Agenda Cover Page

Date: **May 28, 2008**  
Fiscal Impact: No  Yes   
(If yes, explain in Staff Summary)  
Funding Source: N/A 1st Reading  2nd Reading   
Contract/P.O. Requirement: Yes  No  Advertising requirement: Yes  No   
Sponsor Name/Department: **Shirley Gibson, Mayor** RFP/RFQ/Bid # N/A  
Public hearing  Quasi-Judicial   
Ordinance  Resolution

Title

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE AND ATTEST, RESPECTIVELY, THAT CERTAIN AGREEMENT WITH CGI COMMUNICATIONS TO IMPLEMENT A "COMMUNITY VIDEO PROGRAM" WITHIN THE CITY, A COPY OF WHICH IS ATTACHED HERETO AS EXHIBIT A; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING AN EFFECTIVE DATE.

Staff Summary

Background

The Mayor's office was recently contacted by CGI Communications regarding the Community Movie Program. This program consists of the professional preparation of six (6), 1-minute videos about the City, including a *welcome* video. The purpose of the program is to assist cities in promoting themselves to visitors and potential developers using video technology via the internet.

The Community Movie Program is free of charge to municipalities. CGI Communications is able to provide this service as a function of its contract with the U.S. Conference of Mayors. The cost of the video productions is further off-set by allowing local business to advertise on the City's video web page, with links to their own business video presentation.

CGI Communications has two production schedules available for the remainder of this year, July or August. In order for the City of Miami Gardens to participate in the program at this time, the City Council would need to approve a resolution authorizing the City Manager to enter into an agreement authorizing CGI Communications to proceed with production preparation.

**Recommendation**

It is recommended that the City Council approve this Resolution.

# Community Movie Tour Book Agreement

CGI Communications, Inc.  
130 East Main Street, 8th Floor  
Rochester, NY 14604  
(800) 398-3029 phone  
(585) 427-0075 fax

Name: Shirley Gibson  
Title: Mayor  
Address: 1515 N.W. 167th Street, Suite 200  
City, State, Zip: Miami Gardens, FL 33169  
Phone: 305-622-8000  
Email: Drosemond@miamigardens-fl.gov  
Website: http://www.miamigardens-fl.gov/

This agreement is between CGI Communications, Inc. and the City of Miami Gardens and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Movie Showcase is made available for viewing via a link on the <http://www.miamigardens-fl.gov/> website homepage for viewer access. The term of this agreement shall automatically renew unless either party gives 60 days written notice of termination or modification prior to expiration.

CGI Communications, Inc. and its eLocalLink division shall provide a Community Movie Showcase as follows:

- Website Welcome video from your Mayor or other civic leader and an Education, Quality of Life, and Real Estate/Relocation video (approx. 1 minute in duration)
- Up to 2 additional videos to showcase various aspects of your community and/or organization (providing a total of six 1 minute community highlight videos)
- Script writing and video content consultation
- A videographer will come to your location to film videos
- All aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Final draft of Community Movie Showcase content subject to your approval
- Patent-pending OneClick™ Technology and encoding of all videos into multiple streaming digital formats to play on all computer systems, browsers, and internet connection speeds; recognized player formats include WindowsMedia® and QuickTime®
- Store and stream all videos on CGI's dedicated server
- Business sponsors allowed on the perimeter of video panels
- Duration of sponsor participation will be one year and eLocalLink is solely responsible for annual sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Viewer access of the Community Movie Showcase from your website shall be facilitated by eLocalLink providing HTML source code for graphic link to be prominently displayed on the <http://www.miamigardens-fl.gov/> website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement; "Video Tour Book" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- eLocalLink will own copyrights of the master Community Movie Showcase
- The City of Miami Gardens will assume no cost or liability for this project

Program Add-On if signed and received by May 23, 2008:

- Encoding, hosting, and streaming of additional 5 minutes of video per month. Finished video content will be provided to CGI by the City of Miami Gardens

The City of Miami Gardens, FL shall provide the following:

- A letter of introduction for the program on your organization's letterhead
- Assist with the content and script for the Community Movie Showcase
- Agrees to give eLocalLink the right to use organization's name in connection with the preparation, production, and marketing of the program set forth herein only
- Agrees to display the "Coming Soon" graphic link prominently on the <http://www.miamigardens-fl.gov/> website homepage within 10 business days of receipt of HTML source code
- Agrees to display the "Video Tour Book" link to be no less than 150 by 400 pixels prominently on the <http://www.miamigardens-fl.gov/> website homepage for the term of this agreement
- Provides eLocalLink exclusive streaming video rights for the program described herein only

We, the undersigned, understand the above information and have full authority to sign this agreement.

The City of Miami Gardens, FL

CGI Communications, Inc.

Signature: \_\_\_\_\_

Signature: Nicole Rongo

Name (printed): DR. DANNY O. CREW

Name (printed): Nicole Rongo

Title: CITY MANAGER

Title: Marketing Manager

Date: 6/10/08

Date: May 19, 2008

Attest: Janetta Taylor  
City Clerk