



Economic Development Committee

215 S. East Street

Carlinville, IL 62626

<http://www.macoupincountyil.gov/>

Regular Meeting

~ Minutes ~

Wednesday, May 6, 2015

5:00 PM

County Board Room

I. CALL TO ORDER

PRESENT: Wiggins, Armour, Lewis, Long, Pomatto, Starr, Duncan, Baker

ABSENT: Schwallenstecker

II. AGENDA ITEMS

1. Agreement with CGI Communications for Updating Online Videos Promoting Macoupin County

County Clerk Duncan stated that he had been approached by CGI Communications who made a county video back in 2012. They would like to come back and do an update. There are several changes that need to be made, the Welcome Page, and some of the departments need to be updated. They will let us choose to update the ones we have or add up to five new videos.

They have some new offers-one called "Our Communities"-they will reach out to all the cities and villages in the county and if they want a city/village video they will produce that and link it to their website and then they will link it back to the county video and web page.

There is no limit on the number of cities or villages, they also have started adding community organizations, i.e. Carlinville Chamber of Commerce, they would also get a promotional video which would be linked to their website. All this is free to the county; they cover their cost by selling video ads to businesses.

This is the first year where more people are accessing the internet thru their smart phone/I-Pad, so if we did this update, you can log on the counties domain, it would bring up the first video automatically. There is also a tab that if you touch it, it would automatically call the courthouse for you.

Question was asked what it cost to advertise on the video, Duncan stated that he did not have that information.

Motion made by Pomatto and seconded by Lewis to recommend to the full board to update the County Video Program.

RESULT:	MOTION TO RECOMMEND [UNANIMOUS]
MOVER:	Ruth Ann Pomatto, Member
SECONDER:	Shielda Lewis, Member
AYES:	Wiggins, Armour, Lewis, Long, Pomatto, Starr
ABSENT:	Schwallenstecker

The 2015 County Video Program

CGI Communications, Inc.
130 East Main Street, 5th Floor
Rochester, NY 14604
800-398-3029 phone
866-429-8611 fax

Name: Peter Duncan
Title: County Clerk
Address: 215 S, East ST
City, State, Zip: Carlinville, IL, 62626
Phone: 217-854-3214
Email: pete.duncan@Macoupincountyil.gov
Website: www.macoupincountyil.gov

This agreement is between CGI Communications, Inc. and the County of Macoupin (the "County"). It 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 County Video Program is made available for viewing via a link on the www.macoupincountyil.gov homepage, including any alternate versions of your homepage, for viewer access on different devices.

During the term of this Agreement, CGI shall:

- Produce one welcome video from your County Manager or other civic leader
- Produce up to five additional videos to showcase various aspects of your County, providing a total of (six) 1 minute County highlight videos)
- Provide one Community Organization chapter to promote charities, nonprofits and community development organizations;
- Provide script writing and video content consultation
- Have a videographer come to your location to film videos
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Reserve the right to use still images and photos for video production
- Provide a final draft of the County Video Program content subject to your approval (up to 3 sets of revisions allowed). Any request for approval any revision, including final draft, shall be deemed approved if no response is received by us within thirty (30) days of request
- Patented 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
- Have the duration of sponsor participation be one to two years. CGI Communications is solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the "Video Tour" from your website, including any alternate versions of your homepage for different devices, by providing HTML source code for graphic link to be prominently displayed on the www.macoupincountyil.gov website homepage
- CGI Communications will own copyrights of the master County Video Program
- The County will assume no cost or liability for the County Video Program and CGI will honor any request for termination of sales upon 30 day notice and only if the County continues to provide the County Video Program link from its homepage for the duration of this agreement

Program add-ons will include:

- The code to generate the mobile video responsive layer to play your Welcome video
- Will provide an Our Communities drop down menu

During the term of this Agreement, the County of Macoupin shall:

- Provide a letter of introduction for the program on its letterhead
- Assist with the content and script for the County Video Program
- Grant CGI the right to use County's name in connection with the preparation, production, and marketing of the Program
- Display the "County Video Program" link, of no less than 150 by 400 pixels, prominently on its www.macoupincountyil.gov homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Feature business sponsors around the perimeter of video panels
- Allow businesses to purchase various digital media products and services from CGI and its affiliates
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the County Video Program only
- Represent and warrant that any and all photographs, videos, and other content it submits to us for use in any video or other production does not infringe on any third party's copyrighted material, trademark or other intellectual privacy or publicity rights and shall defend and indemnify us from any such claim or action

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein

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

The County of Macoupin, IL

Signature:

Name (printed):

Title:

Date:

CGI Communications, Inc.



Name (printed): Nicole Rongo

Title: Vice President of Marketing

Date: April 29 2015