



## LEGISLATIVE MEMORANDUM

<b>TO:</b>	<b>Honorable Mayor and Members of the City Council</b>
<b>FROM:</b>	<b>Suzanne Sherman, City Manager</b>
<b>THRU:</b>	<b>Brian Robinson, Information Technology Director</b> <b>Terese Jones, City Clerk, Legislative</b>
<b>DATE:</b>	<b>March 21, 2024</b>
<b>RE:</b>	<b>Consideration of utilizing Undesignated Fund Balance to include the Social Media eXstream Plus Package to the Swag-IT/Granicus Contract (\$4,360).</b>

### **SUMMARY:**

Since 2015, the City has utilized Swag-IT, now Granicus, to stream Council and board meetings to keep constituents informed on current and future City operations and developments. In recent years, the City observed significant population growth, creating the need to utilize an additional streaming platform to boost constituent engagement.

Staff seeks Council's approval to expand the current contract, which only includes one streaming platform, to Granicus' Social Media eXstream Plus package. The new package will allow streaming to Facebook and YouTube.

### **Pricing Structure**

Year 1: \$4,360 (Subscription \$3,933 & One Time Setup Fee \$427).

Year 2: \$4,209

Year 3: \$4,503

The Information Technology & Legislative Departments requests approval to utilize Undesignated Fund Balance to cover this unbudgeted expense for year 1 and continue to budget in future years.

### **REQUESTING DEPARTMENTS:**

IT, Legislative

**FISCAL IMPACT:**

Funding for the streaming package upgrade will be processed through an amendment to transfer monies from General Fund Undesignated Fund Balance, account 001-0000-392-1001 (\$4,360), to Legislative Account 001-1110-511-3141 (\$427) and 001-1110-511-5403 (\$3,933).

**STAFF RECOMMENDATION:**

Motion to approve a Budget Amendment to transfer monies from General Fund Undesignated Fund Balance, approval to purchase the upgraded streaming package, and approval to amend the current Swag-IT contract to include Social Media eXstream Plus.

**ATTACHMENTS:**