

COUNCIL DECISION REQUEST

SUBJECT: e-Local Link Web Agreement

MEETING DATE: May 3, 2007

PAYSON GOAL: NEW: EXISTING:

ITEM NO.:

TENTATIVE SCHEDULE:

SUBMITTED BY: Fred Carpenter

AMOUNT BUDGETED: N/A

SUBMITTAL TO AGENDA
APPROVED BY TOWN MANAGER

EXPENDITURE REQUIRED: N/A

CONT. FUNDING REQUIRED: N/A



EXHIBITS (If Applicable, To Be Attached):

Community Video & Business Showcase Agreement

POSSIBLE MOTION: I move to authorize the Mayor to sign an agreement with CGI Communications, Inc., the e-link division to provide a Community Video Showcase for the Town of Payson

SUMMARY OF THE BASIS FOR RECOMMENDED MOTION:

CGC Communications, Inc., will prepare videos highlighting various aspects of the community. In return, the Town will provide a website link to CGI's site, at which location videos will be available for viewing along with business sponsors for the program. Details of the program are spelled out in the attached one-page agreement between the Town and CGI.

PROS:

This program will provide additional publicity regarding the Town of Payson at no cost to the Town.

CONS:

None

PUBLIC INPUT (if any):

BOARD/COMMITTEE/COMMISSION ACTIONS/RECOMMENDATIONS (if any) (give dates and attach minutes):

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Community Video & Business Showcase Agreement

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

Name: Bob Edwards
Title: Mayor
Address: 303 N. Beeline Hwy.
City, State, Zip: Payson, AZ 85541
Phone: 928-474-5242
Email: bedwards@ci.payson.az.us
Website: www.ci.payson.az.us

This agreement is between CGI Communications, Inc. and the Town of Payson, AZ, and shall remain in effect from the date it is signed by both parties until the completion of the three years of videos available for viewing on the www.ci.payson.az.us website homepage. 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 e-LocalLink division shall provide a Community Video Showcase as follows:

- Website Welcome video from your Mayor or other civic leader (approx. 1 minute in duration)
- 3 additional videos (approx 1 minute each in duration) to highlight various aspects of your community and/or organization
- Script writing and video content consultation
- A videographer to 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 Video 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
- Viewer access of the Community Video Showcase from your website shall be facilitated by e-LocalLink providing HTML source code for graphic link to be prominently displayed on the www.ci.payson.az.us website homepage. Code will be provided immediately upon completion and approval of finished videos
- Business sponsors allowed on the perimeter of video panels
- Duration of sponsor participation will be one year and e-LocalLink is solely responsible for annual sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- e-LocalLink will own copyrights of the master Community Video Showcase
- The Town of Payson, AZ will assume no cost or liability for this project

The Town of Payson, AZ 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 Video Showcase
- Agrees to give e-LocalLink the right to use organization's name in connection with the preparation, production, and marketing of the program set forth herein only
- Agrees to place a graphic link on the www.ci.payson.az.us website homepage within 10 business days of receipt of HTML source code and have it remain there for the term of the agreement
- Provides e-LocalLink 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.

Town of Payson, AZ

Signature:

Name Printed: Bob Edwards

Title: Mayor

Date:

CGI Communications, Inc.

Signature:

Name Printed: Nicole Rongo

Title: Marketing Manager

Date: 4/10/07