



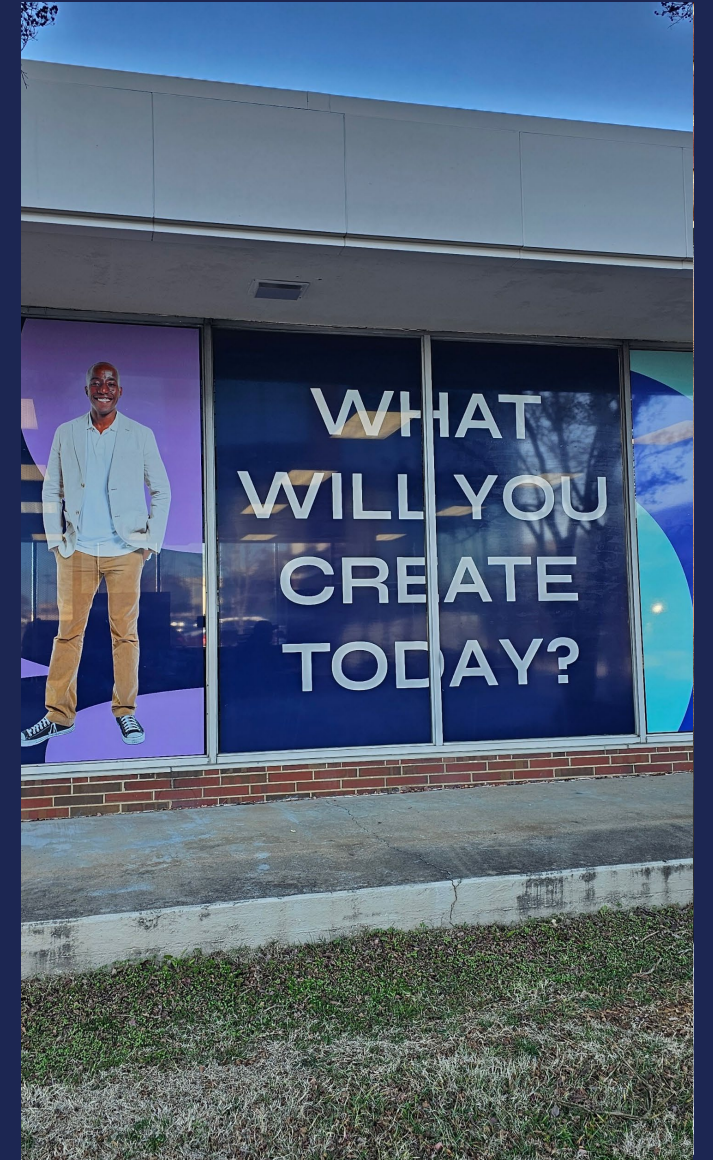
VIDEO BROADCAST OF CITY COUNCIL MEETINGS

Communications & Public Engagement



CPE | MARKETING

- Current Marketing Outreach Tools
 - Website
 - Videos
 - Social Media Platforms
 - Press Release
 - That's My Point Podcast
 - Printed Materials Flyers, Posters, Banners
 - Advertising/Digital Marketing: Geo Fencing, Billboards, Magazines
 - Audio Streaming of Council and Committee Meetings
 - Event based marketing



CURRENT CAPABILITIES

- Audio streaming only to YouTube
- City Council and Council committee meetings
- In place since 2020 (COVID)



VIDEO PRODUCTION

- Streaming to our social platforms
- Real time direct signal to Spectrum Channel 8
- Direct streaming to our CoHP Application that can utilized by Amazon Fire stick, Roku, Apple TV, Android and Apple devices.





RECOMMENDATION

If council requests staff to investigate further, the marketing division will research pricing for equipment, installation and staffing needs.



CPE | MARKETING DIVISION

QUESTIONS