

Transparency, Engagement, and Communication Committee

Chaired by Mayor Pro Tem Holmes

Committee Members: Holmes, Cook, Harman, and Moore

January 17, 2024 –9 :00 a.m.

High Point Municipal Building

211 S. Hamilton Street

3rd Floor, Council Chambers

CALL TO ORDER

Chairman Holmes called the meeting to order at 9:00 a.m.

Present (4) Chairman Holmes, Committee Member Cook, Committee Member Harman, and Committee Member Moore

PRESENTATION OF ITEMS

Transparency, Engagement, and Communications - Chair Michael Holmes

2024-020 Information Regarding Broadcasts of City Council Meetings

Staff will provide information on video capturing capabilities to stream meetings.

Chairman Holmes extended greetings and welcomed everyone to the inaugural meeting of the Transparency, Engagement, and Communications Committee (TEC); voiced the importance for transparency from city government to the community/constituents; and recognized the committee members to speak.

Committee Member Moore said that he looked forward to future matters to be discussed at the TEC meetings.

Committee Member Cook echoed Committee Member Moore's comment; spoke to being transparent; and educating the community regarding how city government operates.

Committee Member Harman spoke to the feedback from the community regarding different avenues of communicating.

Chairman Holmes recognized Jeron Hollis, Managing Director-Communication and Public Engagement to speak on information regarding video capturing capabilities to stream meetings.

Mr. Hollis extended greetings; made a PowerPoint Presentation regarding 'Video Broadcast of City Council Meetings'; gave an overview of the current marketing outreach tools used such as: audio streaming council and committee meetings, press release, city's website, printed materials, etc...; explained what the video production would look like using social streaming platforms that would be available; and said at the request of council that staff would investigate further regarding video streaming that would include research regarding equipment pricing, installation and staffing needs.

Discussion took place regarding the capability to stream meetings on YouTube; audio streaming viewing numbers for the city compared to other cities; community outreach and engagement; and having council meetings at different locations.

Mr. Hollis explained the steps needed to allow the capability of broadcasting meetings; spoke to the different types of engagement for sharing information with the public; to having inclusion with the community; spoke to having more avenues of outreach; said that a citizens survey is conducted every two years; and that the last survey conducted was in 2023.

Meghan Maguire, City Attorney advised that it was not required by law to video stream meeting.

Chairman Holmes inquired on the process when request would be made from the public requesting matters to come before the TEC.

Ms. Maguire responded that to add a matter on the TEC agenda to follow the process that's in place with the other standing committees by working with the city manager.

Tasha Logan Ford, City Manager explained that staff was available for informational request to answer any questions; and spoke to distinguishing which standing committee certain matters would go to.

It was the consensus of the committee to direct staff to move forward regarding this matter for video streaming capabilities.

ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 9:41 a.m.

Michael Holmes, Chairman

Attest:

Mary S. Brooks, CMC
Deputy City Clerk