

# CITY OF HIGH POINT

## AGENDA ITEM



<b>TITLE:</b> Information Item - Broadcasts of City Council Meetings	
<b>FROM:</b> Communications and Public Engagement	<b>MEETING DATE:</b> Jan. 17, 2024
<b>PUBLIC HEARING:</b> n/a	<b>ADVERTISED DATE/BY:</b> n/a
<b>ATTACHMENTS:</b>	

**PURPOSE:** Present City Council with information on video capturing capabilities to stream meetings.

**BACKGROUND:** The Marketing division has been streaming audio-only versions of City Council meetings since the pandemic began in 2020. Staff has received inquiries regarding the feasibility of adding video to the meeting stream. Additional camera installation, production control systems, and hardware and software integration upgrades to our current public television station would be necessary to achieve this goal. These upgrades would allow video broadcasts of our meetings on the city television channel and expand viewing options to streaming applications such as Fire TV, etc. These new productions would require an additional communication specialist on our current team and revision of our broadcast policy.

**BUDGET IMPACT:** None.

**RECOMMENDATION/ACTION REQUESTED:** No recommendation at this time. If Council requests staff to move forward, the marketing division will research pricing for equipment, installation and staffing needs.

