

From: [Weaver, Tracy \(City Clerk\)](#)
To: [*ALL CITY CLERKS](#)
Subject: FW: Public Comment on Agenda Item E.17
Date: Tuesday, February 21, 2023 3:22:45 PM
Attachments: [image001.png](#)

Please post the letter below.

Thank you,

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From: David Holop <dholop@gmail.com>
Sent: Tuesday, February 21, 2023 3:18 PM
To: ALL ELECTED OFFICIALS <ALLELECTEDOFFICIALS@elsegundo.org>
Subject: Public Comment on Agenda Item E.17

Dear Council,

Thank you for hearing the calls from the community to record and broadcast the DEI meetings and for looking into options to record all Committee and Board meetings, just as the Council and Commission meetings already are.

I write today because I will be working this evening and unable to attend the City Council meeting to make this comment in person. I greatly appreciate that tonight's meeting will be recorded and posted online so that I can watch it at a later time when I am available. That really is an incredible use of simple technology that allows City residents and other stakeholders - who cannot make the meetings in person, for whatever reason - to participate in their local government and stay informed as active citizens.

Reviewing the 4 options presented (on page 4 of this item/page 611 of the Agenda), I do have a few specific comments.

As I review it, there are 7 Committees & Boards whose meetings are not currently recorded. Six of them hold monthly meetings and the Capital Improvement Program Advisory Committee meets 4 times annually, for a total of 76 additional meetings that would be recorded and posted on the City's website or YouTube page. The preliminary cost estimate given is \$117,000 annually, which comes out to a cost of \$1,539.47 per meeting. Can City Staff provide a breakdown of how that cost was arrived at? It seems like a lot of money to record and upload each meeting. If that is the cost, I would like to offer the City my recording and production services for \$1,000 per meeting, saving the City

\$41,000 (I'm kidding... well, half-kidding).

I am not intimately familiar with the requirements for municipalities recording and broadcasting their meetings, nor the technologies currently available to the City, nor all of the Brown Act issues involved; and I certainly appreciate the production value of the current Council and Commission recordings and other videos produced by ESMedia - they do good work. But as far as I'm aware, nobody has asked for any specific level of production quality for the recordings - just that they be made and made available, so that the public can view them. Zoom can certainly handle this and has simple tools to make recording easy. For example, see this recording currently available on the El Segundo Media YouTube page posted on 10/29/2020 titled "Diversity, Equity and Inclusion (DEI) Committee Meeting - Thursday, October 29, 2020" (<https://youtu.be/iJxR5Ry9iGI>). I realize that with Committee & Board meetings now being held in person it is different, as each member is no longer sitting in front of a computer with a camera, but one camera recording the room seems like it could certainly suffice (the Executive Conference Room, as suggested, could perhaps handle this?). Moreover, I have attended DEI Committee meetings where Zoom is already being used - the in-person City liaison for the meeting gets on a Zoom call with other City staff members, like Risk Managers and City Attorneys, so they can participate. So it would seem City staff is already using and familiar with this technology, and they could just hit "Record" and make a recording on Zoom of the meeting and then share that file with the appropriate person who can then upload the file.

Again, I don't mean to disparage ESMedia's services or City staff, but I do have trouble seeing why this is made out to be such a difficult project. There is widely-available cheap technology for recording, and uploading a video to YouTube or a website is a simple task that should take someone familiar with the process about 1 minute. If we can't even figure this simple task out and the reason is "cost" or "logistics," I think it will hard for anyone to believe that, and they will be left to draw one of two conclusions: 1) Government really is incapable of getting anything done, or 2) the City doesn't actually care about doing this. As a rare person who believes in the power and ability of government to do things, I am confident we can figure this out if we care to, simply and cost-effectively.

Thank you for your time and consideration,

Dave Holop