

CITY OF CHIPPEWA FALLS, WISCONSIN

**NOTICE OF PUBLIC MEETING**

In accordance with the provisions of the Wisconsin State Statutes, Sec. 19.84, notice is hereby given that a public meeting of the:

**Committee #4**

**Recycling/Computerization/Building/Intergovernmental Services**

Will be held **Tuesday, May 24, 2016 at 4:00 pm in the City Hall Council Chambers, 30 West Central Street, Chippewa Falls, WI.**

Items of business to be discussed or acted upon at this meeting are shown on the attached agenda below:

1. Discuss potential purchase of iPads for City Council Members and Department Heads. Possible recommendations to Council.
2. Discuss media presentation equipment for the Council Chambers. Possible recommendations to Council.
3. Discuss contract with CGI Communications, Inc. for a Community Video Program. Possible recommendations to Council.
4. Discuss existing Cooperative Agreement between the City of Chippewa Falls and the Town of Lafayette relative to a shared drop off site for large recyclable items. Possible recommendations to Council.
5. Discuss possibility of entering into an intergovernmental agreement with Chippewa County for health inspections relative to City licensing requirements. Possible recommendations to Council.
6. Adjournment

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE CITY COUNCIL MAY BE PRESENT AT THIS MEETING TO GATHER INFORMATION ABOUT A SUBJECT OVER WHICH THEY HAVE DECISION MAKING RESPONSIBILITY.

NOTE: REASONABLE ACCOMMODATIONS FOR PARTICIPATION BY INDIVIDUALS WITH DISABILITIES WILL BE MADE UPON REQUEST. FOR ADDITIONAL INFORMATION OR TO REQUEST THIS SERVICE, CONTACT THE CITY CLERK AT 726-2719.

Please note that attachments to this agenda may not be final and are subject to change.  
This agenda may be amended as it is reviewed.

**CERTIFICATION OF OFFICIAL NEWSPAPER**

I hereby certify that a copy of this notice has been posted on the City Hall bulletin board and a copy has been given to the Chippewa Herald on May 20, 2016 at 1:45 pm by BNG.



## Frequently Asked Questions

- **Who is CGI Communications, Inc.?**

Formed in 1988, CGI Communications, Inc. is the leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving multiple Top 100 Awards in the Greater Rochester Area.
- **Are there any hidden costs?**

No, there is never a point where your municipality will see an invoice for any services we provide.
- **What if no businesses sign up for sponsorship?**

Even if zero sponsors participate, your Community will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.
- **How long is the production time line?**

The welcome video can be completed with in a few weeks. The entire video production is typically about 12 -14 weeks, but can vary depending on what time of year filming is preferred.
- **What is the relationship between CGI and the United States Conference of Mayors and the National League of Cities?**

CGI works closely with the USCM and NLC to provide a myriad of digital marketing tools to showcase and promote individual municipalities nationwide. Our Community Showcase Program is an opportunity that both members and non-members can participate in.
- **Who fulfills the sponsorship element of the Community Video Program?**

CGI takes care of all sponsorship fulfillment, however if your community would like to recommend businesses to have the first right of refusal, we encourage and welcome you to do so.
- **Do we have a choice of what season we are filmed in?**

Absolutely! It is our goal to film municipalities in the season you feel best represents your community as a whole.
- **Do we need an Official Representative in our Welcome video?**

Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.
- **Does our city have a choice in what type of establishments can participate in the sponsorship fulfillment?**

Of course! Your community has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy.
- **Is there a special rate for non-profit organizations that want to get involved?**

We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.
- **What is the GoCast Mobile App?**

GoCast gives you the power to record and upload videos to your official website and social media pages instantly! Operated right from your smart phone or device, GoCast allows you to record up to two minutes of video at a time with no limitation as to how often it's used. It is the perfect solution to adding new content to your website every day! From ribbon cuttings, festivals, departmental messages, emergency notifications, holiday greetings, event promotion...GoCast lets you capture it all.

## 2016 Community Video Program

CGI Communications, Inc.  
130 East Main Street, 5th Floor  
Rochester, NY 14604  
(800) 398-3029 phone  
(866) 429-8611 fax

Name: Connie Freagon  
Title: Utility Office Manager  
Address: 30 West Central Street  
City, State, Zip: Chippewa Falls, WI, 54729  
Phone: 715 726 2741  
Email: CFReagon@chippewafalls-wi.gov  
Website: www.chippewafalls-wi.gov

This agreement is between CGI Communications, Inc. ("CGI") and the City of Chippewa Falls (the "City") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewer access on different devices via a link on the [www.chippewafalls-wi.gov](http://www.chippewafalls-wi.gov) homepage, including any alternate versions of that homepage.

### During the term of this Agreement, CGI shall:

- Produce video content with subject matter that includes, but is not limited to: *Welcome, Education, Healthy Living, Homes / Real Estate*, and two additional videos with City's choice of subject matter
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Send a videographer to City locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Provide a final draft of Community Video Program content subject to City's approval (up to 3 sets of revisions allowed). CGI's request for approval of content or revision, including final draft, shall be deemed approved if no response is received by us within 30 days of request
- Provide our patented OneClick™ Technology and encode 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
- Feature business sponsors around the perimeter of video panels
- Be solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from City website, including any alternate versions of City's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the [www.chippewafalls-wi.gov](http://www.chippewafalls-wi.gov) website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement. "Community Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Grant to City a license to use CGI's Line of Code to link to and/or stream the videos
- Own copyrights of the master Community Video Program
- Assume all costs for the Community Video Program
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates

### During the term of this Agreement, the City shall:

- Provide a letter of introduction for the program on City's letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use City's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the [www.chippewafalls-wi.gov](http://www.chippewafalls-wi.gov) homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its [www.chippewafalls-wi.gov](http://www.chippewafalls-wi.gov) homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the Community Video Program
- Agree that CGI and the City each represent and warrant that any and all photographs, videos, and other content it submits for use in any video or other display comprising this program does not infringe on any third party's copyright, trademark or other intellectual property, privacy or publicity rights and shall defend and indemnify the other from any such claim or action

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein. City warrants that it is a tax exempt entity. The undersigned, have read and understand the above information and have full authority to sign this agreement.

The City of Chippewa Falls, WI

CGI Communications, Inc.

Signature:



Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: April 29, 2016

DATE

Dear Valued Business Owner:

The City of Chippewa Falls is excited to announce the continued partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our community offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology. For many businesses, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages, with the demand for video climbing even higher for users on mobile devices.

With an easily viewable interface on the official city website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program. In addition, the city's official website will backlink to CGI's [www.elocallink.tv](http://www.elocallink.tv), which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in Chippewa Falls; advantages that include access to our wonderful business community; and we feel that this video program can be widely successful. We encourage you to consider participating in this city-wide program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail [BrandonB@cgicommunications.com](mailto:BrandonB@cgicommunications.com).

Best Regards,

Signatory  
Title

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## CITY OF CHIPPEWA FALLS AND THE TOWN OF LAFAYETTE COOPERATIVE AGREEMENT

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This agreement is made by and between the City of Chippewa Falls and the Town of Lafayette for intergovernmental cooperation in accordance of s. 66.0301, Wisconsin Statutes. The purpose of this cooperative agreement is to provide a shared drop off site for large items such as cardboard and metal items with the Town of Lafayette for the residents of the City of Chippewa Falls.

The intent of the cooperative agreement is to provide an additional option for residents with large amount of recyclable items.

1. TERM.

The term of this agreement shall begin when all parties hereto have signed this agreement. This agreement will automatically be extended for additional one year terms at the expiration of each term unless either party provide written notice of termination to the other party at least sixty (60) days prior to the termination of the initial or any renewal term hereof.

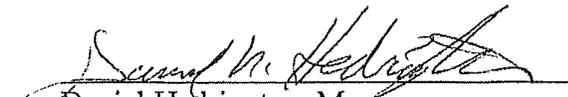
2. DUTIES AND RESPONSIBILITIES OF THE CITY OF CHIPPEWA FALLS.

- a. Arrange for the chipping service once per year at the Lafayette brush site.
- b. Pay for chipping service once per year at the Lafayette brush site.
- c. Inform City residents of the opportunity to use the Lafayette's Recycling Center.
- d. City residents must sign in before using the recycling center.  
Documentation is used for grant purposes.

3. DUTIES AND RESPONSIBILITIES OF THE TOWN OF LAYAYETTE.

- a. Allow the City of Chippewa Falls' residents to use the Town of Lafayette's Recycling Center on regular recycling days and hours.  
Residents may recycle cardboard and scrap metal, etc.
- b. Allow the residents from the City of Chippewa Falls to use the Town of Lafayette's brush site. Residents may dispose of brush and yard waste materials.
- c. Inform the City of Chippewa Falls with any change in hours of operation.
- d. Recycle and market the recyclable materials that are brought to the center from City residents.
- e. Retain profits from the marketing of the recyclable materials at the center.
- f. Relocate the brush site to allow access of the chipping equipment.

CITY OF CHIPPEWA FALLS

  
Daniel Hedrington, Mayor

12-14-06  
Date

TOWN OF LAFAYETTE

  
David Staber, Chairman

12-20-06  
Date

TOWN OF LA FAYETTE  
5765 197<sup>TH</sup> STREET  
CHIPPEWA FALLS, WI 54729

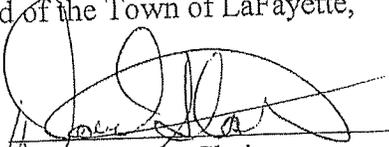
RESOLUTION TO SHARE RECYCLING SERVICES WITH THE CITY  
OF CHIPPEWA FALLS, WISCONSIN 54729

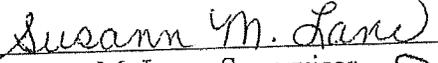
**WHEREAS** the Town Board of the Town of LaFayette, Chippewa County, Wisconsin, has the authority to work with other entities to share services for the good of the communities:

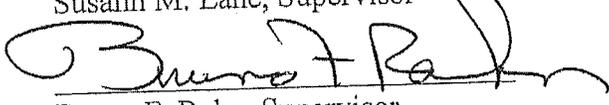
**NOW THEREFORE BE IT RESOLVED** by the Town Board of the Town of LaFayette, Chippewa County, Wisconsin, approved by a two third majority of the entire membership of the Town Board, does hereby agree to allow Residents of the City of Chippewa Falls to use LaFayette Recycling Services on regular recycling days/hours.

Adopted this 16<sup>th</sup> day of October, 2006, by the Town Board of the Town of LaFayette, Chippewa County, Wisconsin.

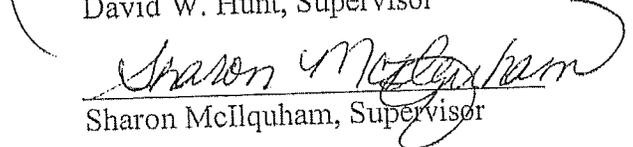
Vote for: 5 Opposed: 0

  
David Staber, Chairman

  
Susann M. Lane, Supervisor

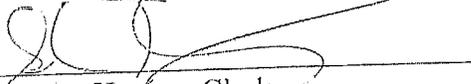
  
Bruno F. Rahn, Supervisor

  
David W. Hunt, Supervisor

  
Sharon McIlquham, Supervisor

Dated and signed this 16<sup>th</sup> of October, 2006.

I hereby certify that the foregoing Resolution was duly adopted by the Town Board of the Town of LaFayette, Chippewa County, Wisconsin, at a legal meeting on this 16<sup>th</sup> of October, 2006, and was posted in three (3) Posting Places in the Town of LaFayette most likely to be given notice to the public on this 18<sup>th</sup> day of October, 2006.

  
Sandra Harvey, Clerk