



Minutes  
Committee #4

Recycling, Computerization, Building, and Intergovernmental Services

Committee #4 met Tuesday, May 24, 2016 at 4:00 pm in the City Hall Council Chambers, 30 West Central Street, Chippewa Falls, WI.

Committee Members present: Chuck Hull, Paul Nadreau, and Paul Olson

Mayor/Other Council Members present: None

Others present: Finance Manager/Treasurer Lynne Bauer, City Clerk Bridget Givens, and Utilities Office Manager Connie Freagon

The meeting was called to order at 4:10 pm.

**1. Discuss potential purchase of iPads for City Council Members and Department Heads. Possible recommendations to Council.**

Utilities Office Manager Freagon indicated that during the budget process, Committee #1 approved exploring the purchase of iPads with cable franchise fees as a possible funding source. Freagon recommended purchasing the iPad 2 as there is a current special with Verizon. Discussion ensued relative to purchasing iPads with just Wi-Fi or cellular and the available data plans.

**Motion by Olson/Nadreau** to authorize purchasing the iPad 2 with the 20 gig shared data plan. Finance Manager Bauer questioned if the Committee was approving the purchase for Department Heads as well and if they would also be considering mid-level managers. She further questioned what the recurring costs would be and advised that if the funding is going to come from the 2% cable franchise fees, that the City has to commit to continuing to collect the fees. Bauer also advised if Committee #4 is going to approve the purchase, it should go back to Committee #1 for a formal motion on funding.

Freagon stated that the cost of nine i-Pads with cellular would be roughly \$3,600 with \$2,000 in annual recurring costs. It was suggested that Department Heads be polled to see who else would benefit from an i-Pad.

**Motion by Olson/Nadreau to amend** the previous motion to recommend Council approve purchasing the i-Pad 2, with cellular and a 20 gig shared data plan, for the Council Members, Mayor, and City Attorney with Committee #1 considering the funding source. **All present voting aye, motion carried.**

**2. Discuss media presentation equipment for the Council Chambers. Possible recommendations to Council.**

Freagon indicated this item was also brought forward during budget discussions. She has a proposal to replace the current projector in the Council Chambers with an air media wireless presentation system including a wireless projector, PC and cart. It was discussed that funding for this equipment could potentially come from the cable franchise fees. The cost is estimated at \$7,800.

**Motion by Nadreau/Olson** to recommend Council approve the proposal for media presentation equipment for the Council Chambers pending review by Committee #1 to consider a funding source. **All present voting aye, motion carried.**

**3. Discuss contract with CGI Communications, Inc. for a Community Video Program. Possible recommendations to Council.**

CGI Communications, Inc. (CGI) contacted the City relative to producing videos to place on the City's website. They have provided these services in the past, but when the new City website was launched, the videos were not included. They proposed to create an intro video and up to five videos of our choice. Potential topics include economic development, parks and recreation, etc. Sample videos were presented. It was suggested that we wait for the first phase of Chippewa Riverfront and the Irvine Park Welcome Center to be completed so they could be included.

CGI contacts local businesses for sponsorship opportunities which result in the videos being no-cost to the City. The City would not be responsible for any sales or promotion.

**Motion by Olson/Nadreau** to recommend Council approve the contract with CGI Communications, Inc. for a Community Video Program. **All present voting aye, motion carried.**

**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.**

Finance Manager/Treasurer Bauer provided an overview of the history of the Cooperative Agreement between the City and the Town of Lafayette. In 2006, grant monies were available for chipping and grinding with the requirement that a cooperative agreement be entered into with a neighboring township. These grant funds have since been combined with the other recycling grant funds. With the County going to a per capita calculation, it has become cost prohibitive to continue this agreement.

The contract indicates a 60-day notice is required to terminate the agreement with the 60-days coming before the automatic annual renewal. It was recommended that Attorney Ferg review the agreement to determine if we can give a 60-day notice now, or if we would have to wait until closer to the end of the year.

**Motion by Olson/Nadreau** to recommend Council approve discontinuing the Cooperative Agreement between the City of Chippewa Falls and the Town of Lafayette pending review by City Attorney Ferg. **All present voting aye, motion carried.**

**5. Discuss possibility of entering into an intergovernmental agreement with Chippewa County for health inspections relative to City licensing requirements. Possible recommendations to Council.**

Clerk Givens advised that the current City Health Inspector resigned. As we are in the middle of licensing renewals, it is imperative that arrangements be made to cover the inspections associated with City licensing requirements.

Givens advised that she spoke with the Chippewa County Health Department, and they are already inspecting all but four of the licensed establishments in the City.

The Committee recommended Givens work with Chippewa County to develop a potential agreement for City licensing inspections.

**No action taken.**

**6. Adjournment**

**Motion by Olson/Nadreau** to adjourn at 6:16 pm. **All present voting aye, motion carried.**

Minutes submitted by:  
Chuck Hull, Chair



### 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](http://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@cgicomunications.com](mailto:BrandonB@cgicomunications.com).

Best Regards,

Signatory

Title

---

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

---

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.

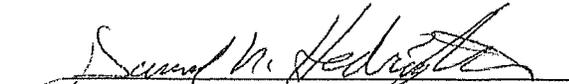
2. DUTIES AND RESPONSIBILITIES OF THE CITY OF CHIPPEWA FALLS.

- 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

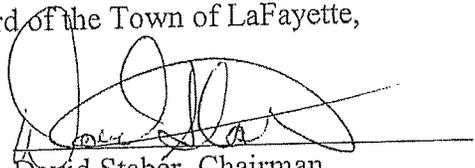
RESOLUTION TO SHARE RECYCLING SERVICES WITH THE CITY  
OF CHIPPEWA FALLS, WISCONSIN 54729

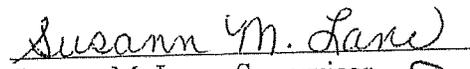
**WHEREAS** the Town Board of the Town of LaFayette, Chippewa County, Wisconsin, has the authority to work with other entities to share services for the good of the communities:

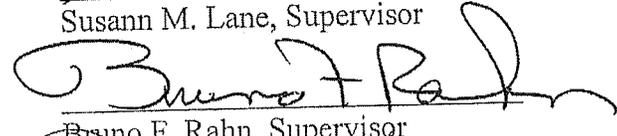
**NOW THEREFORE BE IT RESOLVED** by the Town Board of the Town of LaFayette, Chippewa County, Wisconsin, approved by a two third majority of the entire membership of the Town Board, does hereby agree to allow Residents of the City of Chippewa Falls to use LaFayette Recycling Services on regular recycling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

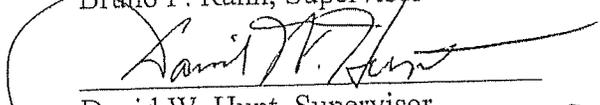
Adopted this 16<sup>th</sup> day of October, 2006, by the Town Board of the Town of LaFayette, Chippewa County, Wisconsin.

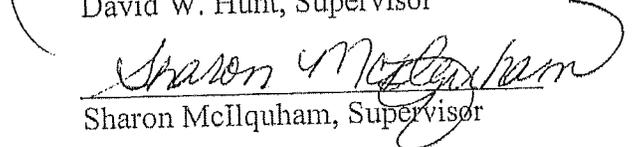
Vote for: 5 Opposed: 0

  
David Staber, Chairman

  
Susann M. Lane, Supervisor

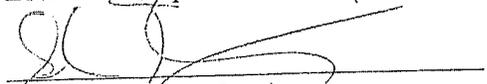
  
Bruno F. Rahn, Supervisor

  
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