

# CABLE ACCESS AGREEMENT vs. VIDEO SERVICE CONTRACT

## Comparative Analysis for Committee Consideration

### SUMMARY

**Current Agreement:** Cable Access Coordinator Agreement (2006) - Ben Koelsch d/b/a Nova Video

**Proposed Agreement:** Video Service Contract (2026) - Ben Koelsch d/b/a Nova Video

**Key Change:** Shift from cable access coordination services to direct video recording and distribution services with reduced scope and updated compensation structure.

### KEY FINANCIAL CHANGES

| Item                | 2006 Agreement                      | 2026 Proposal                       |
|---------------------|-------------------------------------|-------------------------------------|
| Annual Compensation | \$22,693.00 (\$1,891/month)         | \$11,602.44 (\$966.87/month)        |
| Equipment Allowance | Up to \$500/year (Council approval) | None specified (Provider furnishes) |
| Recording Limit     | Unlimited (extensive list required) | 50 videos per calendar year         |
| Cost Reduction      | —                                   | \$11,090.56 (48.9% decrease)        |

### SCOPE OF SERVICES COMPARISON

#### 2006 Cable Access Coordinator Agreement

##### Required Services:

- Liaison between cable franchisee(s) and City
- Maintain permanent programming log and cable access records
- Attend monthly Cable TV Committee meetings
- Manage and operate public access channel
- Schedule all programming and create weekly media announcements
- Operate and maintain community message board
- Video tape and cablecast meetings minimum 4 times over 4 days
- Provide original tapes of Council proceedings within 2 weeks
- Supervise community programming and review for PEG compliance
- Provide public access to office for requests and comments
- Provide answering machine for after-hours access

##### Required Coverage:

- All City Council meetings
- All Richland School Board meetings
- All Richland County Board meetings
- Up to 5 candidate debates (City, County, School Board)
- Up to 50 public meetings requested by City Cable Committee or Mayor's Office (7 working days advance notice)

## 2026 Video Service Contract Proposal

### Required Services:

- Conduct 50 recordings per year.
- Provide detailed log of recordings with monthly invoice
- Deliver videos via Dropbox or designated platform within 48 hours
- Post to City social media (YouTube, Facebook) within 72 hours
- Furnish all labor, supplies, materials, equipment
- Ensure professional quality audio/video

### Required Coverage:

- Mandatory: Common Council and Utility Commission meetings
- Optional: Other City committee/board/commission meetings at request
- Optional: Events at request
- Maximum 50 videos per calendar year

## SERVICES ELIMINATED IN 2026 PROPOSAL

- Cable franchisee liaison role
- Public access channel management
- Cable TV Committee meeting attendance
- Programming scheduling and weekly media announcements
- Community message board operation
- Multiple cablecasts (4x over 4 days) of recorded content
- Community programming supervision
- Public office access and answering machine
- School Board and County Board meeting coverage
- Candidate debate coverage

## CONTRACTUAL TERMS COMPARISON

| Term                               | 2006 Agreement                                  | 2026 Proposal  |
|------------------------------------|---|--|
| Contract Term                      | 1 year (Jan 1 - Dec 31, 2006)                   | 1 year (Jan 1, 2026 - Dec 31, 2026), renewable annually      |
| Termination                        | Not specified                                   | 30 days written notice by either party; immediate for breach |
| Insurance - General Liability      | \$500,000 per occurrence, \$1,000,000 aggregate | \$1,000,000 per occurrence, \$2,000,000 aggregate            |
| Insurance - Professional Liability | Not required                                    | \$1,000,000 per claim (NEW)                                  |
| Insurance - Waiver of Subrogation  | Not specified                                   | Required (NEW)   |
| Indemnification                    | Not specified                                   | Mutual indemnification (NEW)                                 |
| Materials Ownership                | Exclusive property of City                      | Sole and exclusive property of City                          |
| Dispute Resolution                 | Wisconsin law, not specified                    | Mediation before legal action (NEW)                          |
| Relationship                       | Independent contractor                          | Independent contractor                                       |

## MODERN ENHANCEMENTS IN 2026 PROPOSAL

- Digital delivery via Dropbox (replaces physical tapes)
- Social media distribution (YouTube, Facebook)
- 48-hour delivery timeline (vs. 2-week tape delivery)
- Professional quality standards specified
- Compliance with Wisconsin open meetings and public records laws
- Enhanced insurance requirements
- Mutual indemnification protections
- Mediation-first dispute resolution

## IMPACT ANALYSIS

### Financial Impact:

- Annual savings: \$11,090.56 (48.9% reduction)
- Monthly savings: \$924.13
- Equipment cost elimination (no longer City responsibility)

### Service Delivery Changes:

- Modernized delivery: Digital/cloud vs. physical tapes
- Faster turnaround: 48-72 hours vs. 2 weeks
- Broader reach: Social media distribution vs. cable-only
- Focused scope: City meetings only (School Board/County Board coverage eliminated)
- Volume cap: 50 videos/year provides budget predictability

### Risk Management Improvements:

- Doubled general liability coverage
- New professional liability requirement
- Waiver of subrogation protects City assets
- Clear termination provisions
- Mutual indemnification balanced protections

## KEY CONSIDERATIONS FOR COMMITTEE

### 1. Scope Reduction

The 2026 proposal eliminates cable access coordination and community programming management which is no longer necessary.

### 2. Coverage Limitations

School Board and County Board meetings are no longer included. The 50-video annual cap may limit coverage of special events, hearings, or additional meetings beyond regular Council and Utility Commission meetings.

### 3. Technology Shift

The move from cable TV to social media distribution reflects modern viewing habits.

#### 4. Cost-Benefit Analysis

The 48.9% cost reduction is substantial but must be weighed against the significantly reduced scope of services. The City is essentially paying less for less - specifically, video recording and distribution only vs. comprehensive cable access coordination.

## RECOMMENDATIONS

Before approval, the Committee should:

1. Confirm the 50-video annual limit aligns with anticipated needs.
2. Determine if School Board/County Board coverage is still desired.
3. Consider if the contractor should be allowed to exercise discretion in deciding what optional meetings to record or limit it to written requests only.

## SUMMARY

The proposed 2026 Video Service Contract represents a fundamental shift from comprehensive cable access coordination to focused video recording and social media distribution services. This change reflects both the evolution of media technology (from cable TV to internet-based distribution) and a narrower service scope focused exclusively on City meetings and events.

The nearly 50% cost reduction is accompanied by elimination of cable-specific services, community programming management, and coverage of non-City meetings. The modernized delivery methods, enhanced insurance requirements, and clearer contractual terms represent improvements, but the Committee should consider whether the reduced scope meets current City needs and that any eliminated services are appropriately addressed through alternative means.