



UB-17
Attachment

Date: May 7, 2010

To: Mayor and City Councilmembers

From: Larry Herrera, City Clerk

Subject: **Proposed General Policy Guidelines Relating to the Use of Audio/Visual Materials During City Council Meetings**

On May 4, 2010, the City Council continued, to its next meeting, the agenda item relating to the Housing and Neighborhoods Committee, relating to the public use of audio/visual presentations at City Council meetings. In cooperation with the City Attorney and the Technology Services Department, the City Clerk has prepared the attached proposed Guidelines for the Mayor and City Council's consideration and approval.

Should the Council decide to adopt a motion as a result of its deliberations on the Committee's recommendation, we suggest that such a motion include the following actions:

- (1) Receipt of the proposed "General Policy Guidelines Relating to the Use of Audio/Visual Materials During City Council Meetings;"
- (2) Amendment of the March 9, 2010 Housing and Neighborhoods Committee recommendation regarding Council meeting audio/visual presentations by members of the public to provide that presentations must be presented to the City Clerk five (5) calendar days prior to the meeting by Thursday, 12:00 p.m. noon, and that audio/visual presentations by members of the public would be governed by the current three (3) minute rule; and
- (3) Adoption of the proposed Guidelines, effective June 1, 2010, and request that the City Clerk report back to the City Council in 90 days as to the operational impact of the Guidelines.

In regard to the fiscal impact of the proposed Guidelines, staff anticipates that there are no additional costs for implementing the proposed Guidelines unless the following conditions materialize:

- (1) There is a significant increase in staff workload that would result in overtime costs;
- (2) It is found that audio-visual presentations inhibit, delay, prolong, or displace agenda functions or meeting proceedings; and
- (3) There is a need to procure additional audio/visual equipment to further accommodate presentations by members of the public.

LH:mn
Attachment

cc: Michael J. Mais, Assistant City Attorney
Curtis Tani, Director, Technology Services Department

**CITY OF LONG BEACH
GENERAL POLICY GUIDELINES
RELATING TO THE USE OF AUDIO/VISUAL MATERIALS
DURING CITY COUNCIL MEETINGS**

PURPOSE

The purpose of this procedure is to establish guidelines for members of the public making use of audio/visual presentations at City Council meetings. The policy summarizes timelines and addresses the various types of media submitted. Advance notification of presentations and proper use of the City's equipment will allow meetings to progress smoothly and ensure that City Council meeting presentations are presented in a consistent manner.

POLICY

This policy applies to members of the public making an audio/visual presentation to the City Council using any audio/visual equipment during a public meeting. Members of the public are responsible for submitting their audio/visual presentations at least five (5) calendar days prior to the meeting (by 12:00 p.m. noon on Thursday). The audio/visual presentation and related comments are limited to three (3) minutes.

This time limit does not apply to applicants and appellants involved in City Council administrative hearings, such as appeals of Planning Commission decisions, for example.

This policy does not apply to presentations scheduled by the Mayor's Office.

In addition to the 5-day submittal requirement, persons who intend to address non-agenda topics during the Public Comment period of any Council meeting must also obtain a speaker's card fifteen (15) minutes prior to the start of the City Council meeting.

GENERAL GUIDELINES

1. Members of the public may present audio/visual materials at City Council meetings utilizing the City's audio/visual equipment, provided that presentation materials are submitted to the City Clerk five (5) calendar days in advance of the meeting. Advance submittal of a presentation will allow the City Clerk and the Technology Services Department to plan for the use of the appropriate audio/visual equipment.

A printed hard copy of any PowerPoint or similar presentation must be provided to the City Clerk prior to the start of the City Council meeting. The printed hard copy is in addition to the electronic format of the presentation.

2. Visual materials include any visual or textual items that are to be displayed through the audio/visual system irrespective of their specific format or media. This includes, without limitation, photographs, audio and video presentations, charts, computer presentations, computer screen images, posters and flyers, whether in physical or electronic format. Visual materials do not include items held or worn by a speaker at the podium or worn by

a member of the audience, even though they may be televised through the cameras that view the audience and the dais.

3. All audio/visual materials submitted must have a label noting the contact person and daytime telephone number and email address.
4. Persons making an audio/visual presentation should arrive at the City Council meeting at least fifteen (15) minutes early and check in with the Technology Services Department staff person regarding the presentation and to verify the agenda item number.

If the audio/visual presentation will be part of the Public Comment portion of the meeting, the presenter must arrive at the City Council meeting at least (15) minutes early to **also** obtain a speaker's card from the City Clerk.

5. The Technology Services Department staff will upload and display all presentations from the control room adjacent to the Council Chamber.
6. All materials, including, but not limited to, PowerPoint presentations, videos, and photographs shown at the City Council meeting become part of the public record and will be kept on file with the City Clerk Department.
7. All audio/visual presentations must comply with established time limits for oral presentations. City staff is directed to remind all speakers that their presentation during the Public Comment portion of a meeting is limited to three (3) minutes. The time limit includes the time necessary for their verbal remarks as well as their presentation of any prescreened visual materials.
8. City staff shall screen all audio/visual materials that members of the public wish to have displayed over the audio/visual system at the City Council meeting. The screening shall ensure that the material is in a format capable of broadcast or presentation over the audio/visual system; assure that the material is germane to the agenda item; and assure that the material is legally appropriate for broadcast over the audio/visual system and cable. No visual materials may be displayed through the audio/visual system that have not been previously reviewed by City staff. City staff will consult with the City Attorney on a case-by-case basis as needed.
9. In the event that the electronic format of the presentation is submitted on a timely basis, but does not run upon receipt, City Clerk staff will email or telephone the speaker/presenter to inform them that they will need to resend or re-deliver the presentation by Friday, 12:00 p.m. noon. Otherwise, the material will not be presented at the City Council meeting.
10. Once the materials have been submitted for review by Thursday, they cannot be changed prior to the City Council meeting.

DETAILED GUIDELINES FOR AUDIO/VISUAL MATERIALS

1. Please see Attachment A.

ATTACHMENT A

VIDEO

1. VHS or DVDs can be played on the City's equipment. The video must be queued at the starting point where the speaker would like to begin.
2. Staff will preview the quality of the tape and will notify appropriate individual(s) as soon as practicable if the video is not compatible with the City's system.
3. In order to provide time for verbal remarks, it is recommended that the video be less than three (3) minutes in length.

POWERPOINT SLIDES/PRESENTATIONS

1. PowerPoint files can be accepted on CD-ROM, DVD, or via email sent to _____. This email address is an email mailbox to be used to send presentation materials in an electronic format to the City Clerk. Please reference the City Council meeting date that the presentation is for.
2. PowerPoint files must be loaded onto the City's equipment prior to start of the City Council meeting.
3. Technology Services Department staff will upload the presentation from the back control room; the speaker can advance any slides via the wireless keyboard and mouse at the speaker's podium.
4. Please see Attachment A-1 for the technical specifications for file formats, etc.

PHOTOGRAPHS/DOCUMENTS

1. Photographs/documents may be shown using an overhead camera. The recommended size for photographs/documents is 8-1/2" x 11"; the size should not to exceed 11" x 17".
2. It is recommended to have photographs/documents scanned in electronic format, preferably in jpeg format, and inserted into a PowerPoint presentation to use. Technology Services Department staff will upload the presentation from the back control room; the speaker can advance any slides via the wireless keyboard and mouse at the speaker's podium.

MAPS/LARGE DISPLAYS

1. For maps and large freestanding displays, presenters should bring their own easels and consult with the Technology Services Department staff prior to the meeting for placement to best show the exhibit on camera.

2. It is recommended to have maps/large displays scanned in electronic format, preferably in jpeg format, and inserted into a PowerPoint presentation to use. Technology Services Department staff will upload the presentation from the back control room; the speaker can advance any slides via the wireless keyboard and mouse at the speaker's podium.

ATTACHMENT A-1

Required Specifications for PowerPoint Presentations:

Microsoft Office 2007 (or earlier) Products

Desired Guidelines for PowerPoint Presentations:

Arial Font (or other Sans Serif font)

For display purposes:

- Header should be at least 30 font.
- Content items should be at least 22 font.
- Do not “cram” too many bullets per slide – 3 bullets per slide is preferable.
- White background with dark font is preferred to ensure clear viewing in person and on TV.