

Report to Council

Report Title: Wightman Request to Broadcast Council Meetings

Prepared By: Sarah Johnson, Deputy Clerk and Fiona Hamilton, Director of Legislative and Legal Services (Clerk)

Department: Clerk's

Date: April 25, 2023

Report Number: CLK2023-10 **File Number:** C11CL

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2023-10 – Wightman Request to Broadcast Council Meeting, prepared by Sarah Johnson, Deputy Clerk and Fiona Hamilton, Director of Legislative and Legal Services (Clerk) and in doing so accepts the proposal from Wightman Communications to broadcast Council Meeting Recordings on Wightman TV Channel 6.

Report:

Background:

The Council of the Municipality of Brockton approved broadcasting our Council Meetings in a hybrid format at the Bruce County Council Chambers using eSCRIBE livestreaming services, as well as the opportunity for residents, staff, and Council members etc. to login virtually on Zoom to participate in or watch Council Meetings. The video recordings of Council Meetings are posted to the Municipality's website once the meetings have concluded.

Analysis:

Wightman Communications has contacted the Municipality of Brockton with a proposal to broadcast pre-recorded Brockton Council Meetings on Wightman TV Channel 6.

Wightman would broadcast all or part of the Brockton Council Meetings on Wightman TV Channel 6 the week following the Council Meeting. There is no specific time slot as Wightman would have to fit the meeting in their programming based on length of the meeting and available spots on their weekly schedule.

Staff would continue to broadcast Council Meetings in hybrid format and would send Wightman the video recording following the meeting. Wightman would air the recording on Wightman TV Channel 6 approximately

once, or twice, the week following the meeting date. The recordings would only air once or twice on Wightman TV Channel 6 during the week following the Council Meeting.

There would be no cost to the Municipality for this service being provided by Wightman.

Since staff are already broadcasting the meetings and displaying the recordings on our website, this proposal from Wightman provides another opportunity for members of the public to watch the Council Meeting, although the air times would be dependant on Wightman’s availability. The original recordings would still be available on our website once they have finished airing on Wightman TV Channel 6.

Staff recommend accepting the proposal from Wightman as another avenue for residents with Wightman services to watch the pre-recording/not live Council Meetings, particularly for those that do not have reliable home internet service.

It should also be noted that Wightman is willing to broadcast the meeting because the recordings are already readily available – Their offer to broadcast the meetings is not a substitution for the arrangements already made for technology and software through the County of Bruce and Zoom/eSCRIBE.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?		
• Recommendations help move the Municipality closer to its Vision		Yes
• Recommendations contribute to achieving Heritage, Culture, and Community		Yes
• Recommendations contribute to achieving Quality of Life		N/A
• Recommendations contribute to achieving Land Use Planning and the Natural Environment		N/A
• Recommendations contribute to achieving Economic Development		Yes
• Recommendations contribute to achieving Municipal Governance		Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

There is no cost to the Municipality for this service being provided by Wightman.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Sarah Johnson, Deputy Clerk



Fiona Hamilton, Director of Legislative and Legal Services (Clerk)

Reviewed By:



Sonya Watson, Chief Administrative Officer