

City of High Point

*Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260*



Meeting Agenda - Final

Wednesday, January 17, 2024

9:00 AM

Council Chamber

Transparency, Engagement, and Communication Committee

Mayor Pro Tempore Michael Holmes, Chair

Council Member Amanda Cook

Council Member Dr. Patrick Harman

Council Member Britt Moore

Cyril Jefferson, Mayor (Alternate)

CALL TO ORDER, ROLL CALL

PRESENTATION OF ITEMS

Transparency, Engagement, and Communications - Chair Michael Holmes

[2024-020](#)

Information Regarding Broadcasts of City Council Meetings

Staff will provide information on video capturing capabilities to stream meetings.

Attachments: [Broadcast of City Council Meetings](#)

ADJOURNMENT



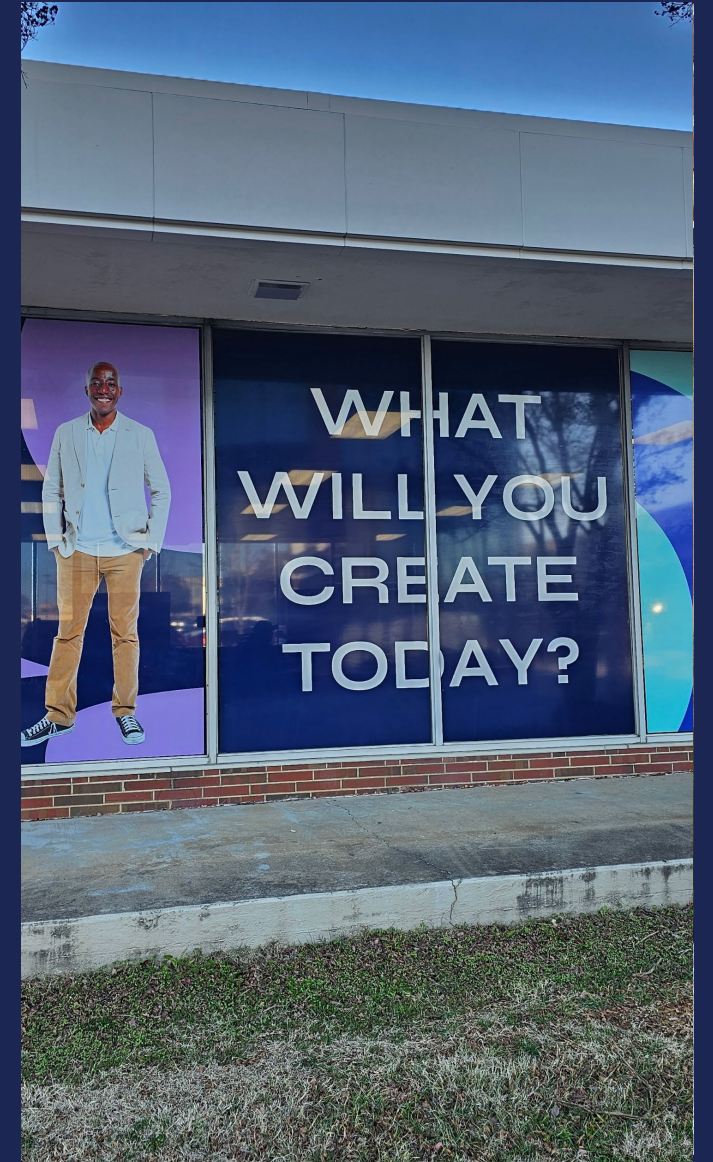
VIDEO BROADCAST OF CITY COUNCIL MEETINGS

Communications & Public Engagement



CPE | MARKETING

- Current Marketing Outreach Tools
 - Website
 - Videos
 - Social Media Platforms
 - Press Release
 - That's My Point Podcast
 - Printed Materials Flyers, Posters, Banners
 - Advertising/Digital Marketing: Geo Fencing, Billboards, Magazines
 - Audio Streaming of Council and Committee Meetings
 - Event based marketing



CURRENT CAPABILITIES

- Audio streaming only to YouTube
- City Council and Council committee meetings
- In place since 2020 (COVID)



VIDEO PRODUCTION

- Streaming to our social platforms
- Real time direct signal to Spectrum Channel 8
- Direct streaming to our CoHP Application that can utilized by Amazon Fire stick, Roku, Apple TV, Android and Apple devices.





RECOMMENDATION

If council requests staff to investigate further, the marketing division will research pricing for equipment, installation and staffing needs.



CPE | MARKETING DIVISION

QUESTIONS

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Information Item - Broadcasts of City Council Meetings	
FROM: Communications and Public Engagement	MEETING DATE: Jan. 17, 2024
PUBLIC HEARING: n/a	ADVERTISED DATE/BY: n/a
ATTACHMENTS:	

PURPOSE: Present City Council with information on video capturing capabilities to stream meetings.

BACKGROUND: The Marketing division has been streaming audio-only versions of City Council meetings since the pandemic began in 2020. Staff has received inquiries regarding the feasibility of adding video to the meeting stream. Additional camera installation, production control systems, and hardware and software integration upgrades to our current public television station would be necessary to achieve this goal. These upgrades would allow video broadcasts of our meetings on the city television channel and expand viewing options to streaming applications such as Fire TV, etc. These new productions would require an additional communication specialist on our current team and revision of our broadcast policy.

BUDGET IMPACT: None.

RECOMMENDATION/ACTION REQUESTED: No recommendation at this time. If Council requests staff to move forward, the marketing division will research pricing for equipment, installation and staffing needs.

