



City of
Los Banos
At the Crossroads of California

ECONOMIC DEVELOPMENT ADVISORY COMMISSION
MEETING NOTICE & AGENDA

April 18, 2016 at 4:00 p.m.
City Hall, Conference Room A
520 J Street
Los Banos, CA 93635

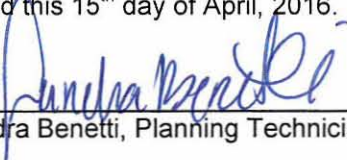
1. CALL TO ORDER.
2. ROLL CALL: (COMMISSION MEMBERS)

Ballard ____, Dees ____, Council Member Faria ____, Los Banos Chamber of Commerce Executive Director Faria ____, Jones ____, Council Member Lewis ____, McCauley ____.
3. APPROVAL OF AGENDA.
4. APPROVAL OF MINUTES – FEBRUARY 24, 2016.
5. PUBLIC FORUM: Members of the public may address the Commission on an item of public interest that is within the jurisdiction of the Commission; which includes agenda and non-agenda items. No action will be taken on non-agenda items. Speakers are limited to a five (5) minute presentation.
6. ACTION ITEMS.
 - A. Consideration of Recommendation of Approval of Contract between the City of Los Banos and Mural Artist Anne Whitehurst for the Design and Facilitation of the Production of Five (5) Mural Panels, Equaling 8'x8' for Mural One and 8'x12' for Mural Two, for a Base Price of \$1,090.00 Per Panel, Totaling \$5,450.00 for the Complete 8'x20' Mural and for the Purchase of One (1) Unique Original Print at 12" X 12", for \$310.00.
 - B. Consideration of Recommendation of Approval of Contract between the City of Los Banos and CGI Communications, Inc. for a Community Video Program.

7. COMMISSION MEMBER COMMENTS.

8. ADJOURNMENT.

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.
Dated this 15th day of April, 2016.



Sandra Benetti, Planning Technician

**CITY OF LOS BANOS
ECONOMIC DEVELOPMENT ADVISORY COMMISSION MINUTES
SPECIAL MEETING – FEBRUARY 24, 2016**

ACTION MINUTES – These minutes are prepared to depict action taken for agenda items presented to the Economic Development Advisory Commission.

CALL TO ORDER: Senior Planner Elms called the Economic Development Advisory Commission Meeting to order at the hour of 4:01 p.m.

ROLL CALL – MEMBERS OF THE ECONOMIC DEVELOPMENT ADVISORY COMMISSION PRESENT: Kathy Ballard; David Dees (arrived at 4:02 p.m.); Bertha Faria, Chamber of Commerce; Tom Faria, City Council; Brett Jones, Deborah Lewis, City Council; Ann McCauley.

CONSIDERATION OF APPROVAL OF AGENDA: Motion by T. Faria, seconded by Ballard to approve the agenda as submitted. The motion carried by the affirmative action of all Commission Members present; Dees absent (arrived at 4:02 p.m.)

CONSIDERATION OF APPROVAL OF MINUTES – JANUARY 19, 2016: Motion by McCauley, seconded by Jones to approve the minutes as submitted. The motion carried by the affirmative action of all Commission Members present, Dees absent (arrived at 4:02 p.m.)

Commissioner Dees arrived at 4:02 p.m.

PUBLIC FORUM: MEMBERS OF THE PUBLIC MAY ADDRESS THE COMMISSION ON ANY ITEM OF PUBLIC INTEREST THAT IS WITHIN THE JURISDICTION OF THE COMMISSION; INCLUDES AGENDA AND NON-AGENDA ITEMS. NO ACTION WILL BE TAKEN ON NON-AGENDA ITEMS. SPEAKERS ARE LIMITED TO A FIVE (5) MINUTE PRESENTATION. Senior Planner Elms opened the public forum. No one came forward to speak and the public forum was closed.

CONFERENCE CALL – DISCUSSION OF MURAL BY ARTIST ANNE WHITEHURST FOR THE SOUTHWESTERN FACING WALL OF 1048 SIXTH STREET (FARMERS INSURANCE).

Senior Planner Elms passed around copies of photos of old town Los Banos that Mrs. Whitehurst would like to incorporate into the murals as well as copies of the sketches showing the progress that Mrs. Whitehurst has made so far.

Local artist Anne Whitehurst joined the Commission meeting by teleconference.

Mrs. Whitehurst spoke of how she will arrange the inclusions with depth to show a busy street scene, how she redid the sketches to accommodate the pixilation when the mural is blow up to be much larger, how texture will be more dense and vibrant, how she will

work on sending over the contract and signed letter stating the sequence of the payments, and how the first installment would be due at the time the mural is approved.

Commissioner Ballard suggested not including people drinking at the Lucky Strike near the school.

Mrs. Whitehurst said she could do that and inquired if staff was sure that they wanted the mural installed on panels instead of directly on to the wall.

Senior Planner Elms confirmed that staff wants the mural installed on to panels.

Mrs. Whitehurst stated that the printing company cannot install the panels so that would have to be up to the City, recommended a gentleman named Josh Montes who installed mural panels at the Vagabond Inn for Martha Sanchez, spoke of how it is important to use screws instead of nails to mount the panels, suggested investing in some type of security cameras to deter any malicious activity around the murals, and how she is looking into a graffiti protectant.

Commissioner Jones inquired if this will be something that can be reproduced in the event there is damage sustained to the mural.

Mrs. Whitehurst stated that the digitized slide is made to be blown up as large as 24' by 24', can be reprinted as many times as the City would like, how this is an outdoor type of vinyl material, and how she should be complete in a couple of days.

Senior Planner Elms stated that the floodgates are opening up and the department is seeing an increase in activity which means good things are coming.

Mrs. Whitehurst stated that she will keep staff informed of the progress.

Council Member Faria stated that an action item can be put on a future agenda to approve the contract.

ECONOMIC DEVELOPMENT ADVISORY COMMISSION MEMBER COMMENTS.

BALLARD: Encouraged everyone to check their camera inventory to see if there is anything usable to deter criminal activity around the mural.

DEES: No report.

B. FARIA: No report.

T. FARIA: No report.

JONES: Spoke of how the City may want to consider dome cameras.

LEWIS: No report.

MCCAULEY: Spoke of how she was in the process of upgrading her security camera system and will look around to see if she has anything extra.

ADJOURNMENT. The meeting was adjourned at the hour of 4:35 p.m.

APPROVED:

Sandra Benetti, Planning Technician

The 2015 Community Video Program

CGI Communications, Inc.
130 East Main Street, 5th Floor
Rochester, NY 14604
(800) 398-3029 phone
(866) 429-8611 fax

Name: _____
Title: _____
Address: 520 J St
City, State, Zip: Los Banos, CA 93635
Phone: 209-827-7000
Email: _____
Website: www.losbanos.org

This agreement is between CGI Communications, Inc. ("CGI") and the City of Los Banos (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 viewing via a link on the www.losbanos.org homepage, including any alternate versions of your homepage, for viewer access on different devices.

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 of your choice
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Have a videographer come to your location to film 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 your approval (up to 3 sets of revisions allowed). Any request for approval of revision, including final draft, shall be deemed approved if no response received by us within thirty (30) days of request
- Provide our patented OneClick™ Technology and encoding of 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
- Have the duration of sponsor participation be one to two years and CGI is solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from your website, including any alternate versions of your homepage for different devices, by providing HTML source code for a graphic link to be prominently displayed on the www.losbanos.org website homepage
- Assume all cost for the Community Video Program
- Honor any request for termination of sales upon 30 day notice and only if the city continues to provide the Community Video Program linkage from its homepage for the duration of this agreement

Program add-ons will include:

- The GoCast™ recording app and up to three (3) instant GoCast™ video widgets for placement on the City website. Each Cast allows for up to two (2) minutes of video which can be replaced or updated anytime
- The code to generate the mobile video responsive layer to play your Welcome video

During the term of this Agreement, the City of Los Banos shall:

- Provide a letter of introduction for the program on its letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use the City's name in connection with the preparation, production, and marketing of the Program
- Display the "Community Video Program" link prominently on its www.losbanos.org homepage, including any alternate versions of your homepage, for viewer access on different devices for the entire term of this agreement
- Feature business sponsors around the perimeter of video panels
- Allow businesses to purchase various digital media products and services from CGI and its affiliates
- 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 only
- Represent and warrant that any and all photographs, videos, and other content it submits to us for use in any video or other production does not infringe on any third party's copyrighted material, trademark or other intellectual privacy or publicity rights and shall defend and indemnify us 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.
We, the undersigned, have read and understand the above information and have full authority to sign this agreement.

The City of Los Banos, CA

CGI Communications, Inc.

Signature: _____



Name (printed): _____

Name (printed): Nicole Rongo

Title: _____

Title: Vice President of Marketing and Acquisitions

Date: _____

Date: October 1, 2015



FREQUENTLY ASKED QUESTIONS

Who is CGI Communications, Inc.?

Formed in 1988, CGI Communications, Inc. is a leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving the Top 100 Award for 6 years since 1999 in the Greater Rochester Area.

Are there any hidden costs?

No. There is never a point where your municipality will ever see an invoice for any services we provides.

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 does the video production take?

Video production is typically takes 10 to 14 weeks from inception to completion.

What is the relationship between CGI and the United States Conference of Mayors, the National League of Cities, and National Association of Counties?

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. In addition, CGI is a Premier Corporate Member of NACo and have partnered with hundreds of counties on our County Showcase Program.

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 that you would like to see have 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. Keep in mind however, being a free program our production calendar fills up quickly no matter what time of year.

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.