

Willamette Falls Television: *Creating an Effective Communications Tool*

September 21, 2009

Background



- ◆ Willamette Falls Television (WFTV) is the Cities of West Linn and Oregon City's public and government access provider.
- ◆ WFTV exists through an Intergovernmental Agreement (IGA) between WL and OC.
- ◆ WFTV provides:
 - Government, education access to WL and OC
 - Public access to general public
 - Contract services to other jurisdictions
- ◆ Funding for WFTV is per the Comcast franchise agreement:
 - 32% of franchise fees payable quarterly to Comcast
 - “PEG” funds (public, education, and government) as determined by Council

Issues



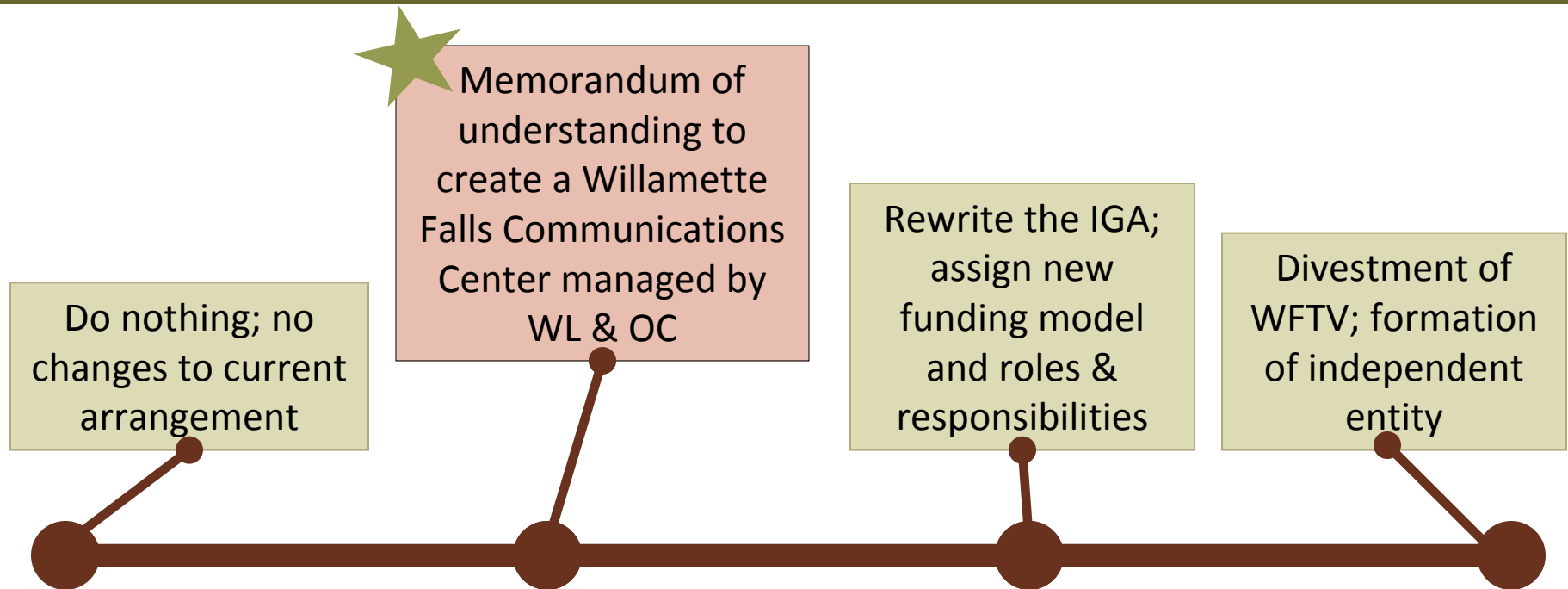
- ◆ Like any other City function, the effectiveness and operations of WFTV deserve attention and review.
- ◆ Some questions raised about the general and financial management of the studio.
- ◆ The difference between an IGA and contract relationship should be explored:
 - Strengths and weaknesses of an IGA?
 - Strengths and weaknesses of a contract relationship?
 - Are there financial savings related to pay-for-service?
 - Are there operational benefits related to a revised IGA?
- ◆ Fundamentally:
 - *Do the Cities of West Linn and Oregon City receive optimal communications opportunities from the existing relationship with WFTV?*

Process



- ◆ Discussions with WFTV staff
- ◆ Discussions with the Clackamas Cable Access Board (CCAB)
- ◆ Discussions with City of Oregon City
 - These groups are agreeable to tonight's presentation
- ◆ Tonight: Presentation and discussion with West Linn City Council

Recommendation



What is a memorandum of understanding?



- ◆ A memorandum of understanding (MOU) is a document describing an agreement between parties. It expresses a convergence of will between the parties, indicating an intended common line of action.
- ◆ Under the suggested MOU:
 - City managers of WL and OC will **oversee** WFTV, including (but not limited to):
 - *Financial management*
 - *Audits*
 - *Operational support*
 - Clackamas Cable Access Board will provide **policy guidance** to WFTV, including (but not limited to):
 - *Programming*
 - *Service offerings*
 - *Operational goals*

Why is this the staff recommendation?



- ◆ We have much to learn about WFTV operations before any bigger changes could be comfortably suggested
 - Financial information
 - Responsible contracting relationship
 - User counts
 - Community impacts
- ◆ The CCAB is a knowledgeable and passionate advisory group
- ◆ Existing WFTV staff have the technical expertise but seek operational support
- ◆ An MOU recognizes existing strengths and weaknesses in WFTV operations
- ◆ An MOU protects the existing City investment in the studio

Next steps



- ◆ Tonight's discussion
- ◆ If Council agrees with the staff recommendation:
 - Draft the MOU with input from all involved parties
 - Bring draft MOU back to a Council work session for review and discussion
 - Council approves MOU at a noticed Council meeting
- ◆ If Council wants to pursue a different option:
 - Staff will conduct more research on the suggested option
 - Bring that information back to a Council work session for review and discussion
 - Pursue any formal action required

Discussion

