



**Honorable Mayor and Members of the Hermosa Beach City Council**

**APPROVAL OF THE FIRST AMENDMENT TO AGREEMENT WITH PEGASUS STUDIOS FOR PROVIDING VIDEO BROADCASTING SERVICES**

(City Clerk Myra Maravilla)

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**Recommended Action:**

Staff recommends City Council:

1. Approve the proposed first amendment to an agreement with Pegasus Studios for video broadcasting services to align the agreement with the fiscal year, extend the expiration term to June 30, 2028, increase the annual not-to-exceed amount to \$73,900 beginning July 1, 2025, and authorize the City Manager to extend the agreement up to two additional years (**Attachment 1**); and
2. Authorize the City Manager to execute and the City Clerk to attest the proposed first amendment subject to approval by the City Attorney.

**Executive Summary:**

At its November 14, 2023 meeting, City Council approved a one-year agreement with Pegasus Studios to provide video and audio broadcasting services at a not-to-exceed annual amount of \$70,000 (**Attachment 2**). Based on the quality of services provided during the initial contract term, staff recommends approval of the proposed first amendment to the agreement with Pegasus Studios to extend the agreement to June 30, 2028 and increase the annual compensation to \$73,900 beginning July 1, 2025.

**Background:**

The City's broadcast and video production program expanded since major audiovisual system upgrades were made in 2020 under Capital Improvement Program Project CIP 672. An informational report was provided to the City Council at its October 22, 2024 meeting with an overview of CIP 672 and the collaboration amongst Pegasus Studios, Western Audiovisual, and City staff that is required to ensure the City produces a professional broadcast production.

Pegasus Studios began offering its services to the City on January 1, 2024, after the City Council approved a one-year agreement at its November 14, 2023 meeting. For the past year, the Pegasus Studios team successfully offered high-quality broadcasting, and assisted staff with periodic audio and visual challenges observed. The professional firm successfully assisted the City with its transition from Leightronix to Cablecast for its cable

replay management system, and from Granicus to eScribe for its agenda management system.

***Past Council Actions***

Meeting Date	Description
<a href="#">October 22, 2024</a>	Informational update on City’s broadcast system, cable franchises, and streaming options for public meetings
<a href="#">November 14, 2023</a>	Approval of an agreement for an annual not-to-exceed amount of \$70,000 with Pegasus Studios.

**Discussion:**

In response to the demand for high-quality broadcasting and video production services, the City contracted with Pegasus Studios to further professionalize these services and ensure Brown Act meetings are available in the different formats advertised. In addition to providing camera operator services, Pegasus Studios manages the City’s cable channels’ replay schedules, provides support for the City Council Chamber’s audiovisual equipment, and delivers other specialized audiovisual services to ensure the highest quality engagement with the community.

The City recently launched REFLECT+, a Cablecast application that will give the City a personalized television application. Pegasus Studios would ensure this new channel is updated regularly and working as expected for public consumption. Pegasus Studios has proven to be reliable, works well with City staff and Western Audiovisual to resolve technical challenges, and continues to provide the services it was contracted to do.

Having received quality support and services from Pegasus Studios over the past year, staff recommends City Council approve the proposed first amendment to the agreement to align the agreement with the fiscal year, extend the expiration term to June 30, 2028, increase the annual not-to-exceed amount to \$73,900 beginning July 1, 2025, and authorize the City Manager to extend the agreement up to two additional years.

**General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City’s General Plan. Relevant Policies are listed below:

*Governance Element*

**Goal 1. A high degree of transparency and integrity in the decision-making process.**

Policies:

- **1.1 Open meetings.** Maintain the community’s trust by holding meetings in which decisions are being made, that are open and available for all community members to attend, participate, or view remotely.

- **1.10 Record systems and technology.** Maintain record systems and utilize technology that promotes public access.

**Goal 2. The Community is active and engaged in decision-making processes.**

Policies:

- **2.1 Multiple outreach methods.** Consistently engage in community outreach through neighborhood forums, social media, the latest technologies, personal interaction, and other methods on a regular basis.
- **2.2 Universal outreach.** Utilize diverse methods of outreach that promote public participation and ensure Hermosa Beach events are communicated to all segments of the communities.
- **2.3 Public participation guidelines.** Establish parameters and guidelines to ensure public participation is promoted through diverse methods.
- **2.4 Public forums.** Host periodic public forums on issues important to the community, facilitating these forums with the purpose of guiding City policy.

**Goal 3. Excellent customer service by the use of emerging technologies.**

Policies:

- **3.1 Increased access to services.** Strive to provide access to facilities, programs, and services at times and locations that are convenient for residents and businesses.
- **3.2 Social media technology.** Make use of social networking, streaming video, photo-sharing, and other technologies as they evolve to provide greater avenues of communication with constituents and community members.

**Fiscal Impact:**

Broadcast and Video Production Services are currently budgeted in the City Clerk department budget in the amount of \$70,000 for Fiscal Year 2024–25. The budget will cover both the remainder of the current contract term ending December 31, 2024 and the January 1, 2025 to June 30, 2025 period in the proposed first amendment.

Effective July 1, 2025, the contract would increase to \$73,900 annually through the end of the term. The six percent increase is not applied to the annual \$5,000 allocated for additional ad hoc services including additional meetings that may arise during the agreement term.

<b>Agreement Modification Request</b>			
<b>Fiscal Year (FY)</b>	<b>Broadcast Services Contract Amount with Annual Increase of 6%</b>	<b>Annual Allocation of Ad Hoc Services</b>	<b>Total Revised Contract Amount</b>
FY 2024-25	\$65,000	\$5,000	\$70,000

FY 2025-26	\$68,900	\$5,000	\$73,900
FY 2026-27	\$68,900	\$5,000	\$73,900
FY 2027-28	\$68,900	\$5,000	\$73,900
FY 2028-29 Extension Option	\$68,900	\$5,000	\$73,900
FY 2029-30 Extension Option	\$68,900	\$5,000	\$73,900

**Attachments:**

1. Pegasus Studios Agreement
2. Proposed Pegasus Studios First Amendment to Agreement

**Respectfully Submitted by:** Reanna Guzman, Deputy City Clerk

**Concur:** Myra Maravilla, City Clerk

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Legal Review:** Patrick Donegan, City Attorney

**Reviewed by:** Angela Crespi, Deputy City Manager

**Approved:** Suja Lowenthal, City Manager