



CITY COUNCIL WORK SESSIONS AGENDA

**GATe
Community Center
15 Crescent Road
Wednesday, June 19, 2019
8:00 PM**

Work Session Packet - *Agenda*

- *Introductions*
- *Council Discussion*
- *Questions and Answers*
- *Other Items*

GATe Work Session

[Memo for GATe Work Session.pdf](#)

[2017 City Report for GATe MoU.pdf](#)

[GATe MOU 2016.pdf](#)

[GATe Services 2017Jan report.pdf](#)

[GATe MOU report 2019.pdf](#)

[GATe charts for City Council.pdf](#)

[2019GBTVBudget.pdf](#)

City Council Work Sessions Agenda Item Report

Meeting Date: June 19, 2019

Submitted by: Beverly Palau

Submitting Department: Administration

Item Type: Work Session Item

Agenda Section:

Subject:

GATe Work Session

Suggested Action:

Attachments:

[Memo for GATe Work Session.pdf](#)

[2017 City Report for GATe MoU.pdf](#)

[GATe MOU 2016.pdf](#)

[GATe Services 2017Jan report.pdf](#)

[GATe MOU report 2019.pdf](#)

[GATe charts for City Council.pdf](#)

[2019GBTVBudget.pdf](#)

CITY OF GREENBELT

To: Nicole Ard
City Manager

From: Beverly Palau
Public Information and
Communications Coordinator

Date: June 14, 2019

Subject: City Agreement, Relationship, and Fees paid to GATe

MOU, ANNUAL REPORT, AND RENT CREDIT

A few years ago, an MOU between the City and GATe (attached) was passed to address the issue of rent for the GATe studio. The purpose of the agreement was so that GATe could offset the services that they provide to the City, from the amount of rent they would pay.

The first annual report the city received after the agreement was signed was for 2015 and 2016. GATe stated that this report was not part of the MOU, so I believe they paid their full rent.

The following year, 2017, I also received an annual report (attached). When I asked then GATe Director, Malia Murray about the amount of their credit for the year, I was told that GATe was not asking for a credit and that they just wanted to help the community. (email is attached)

In 2018, we did not receive an Annual Report from GATe. I believed that this was because they were not seeking any credit. Also in 2018, City Council had decided that they would like all City Council Meetings recorded or cablecast. This was during the budget work session time and there were many meetings to cover. I reached out to GATe to see if they could record a few meetings and gave them some dates. There must have been some misunderstanding, because the first date they were to cover, they did not show. I then contacted GATe about the remaining dates and was told that GATe had no interest in covering Council meetings. This was fine, as Malia and I had a very long standing agreement as to what each organization would cover.

This year when I asked GATe for an annual report, the new director, Andy Zmidzinski said he was unaware of an annual report and that he would try to create one. I did not press the issue, because I figured that GATe was not submitting one because they weren't seeking a credit.

RELATIONSHIP BETWEEN GATe AND GREENBELT MUNICIPAL ACCESS

In the early years, GATe did not have a channel to broadcast their programs on. We shared the Municipal Access channel, showing Municipal programming on Monday, Wednesday and Fridays, and GATe programming on Tuesdays and Thursdays. After much negotiating, Comcast finally activated a channel specifically for Greenbelt public access.

I am unaware if there was ever any written documents as to the roles of Municipal Access and Public Access in the community, but the long-time director, Malia Murray and I discussed it and had a long time verbal agreement as to which group would cover what.

We agreed that Municipal Access would cover anything pertaining to the City Government such as; City Council, videos about City Services, and programs produced by the City Departments. Since it is my job to relay this type of information to the residents, I wanted to make sure that any programming that portrayed the services of the City, was programming that would have an official government voice and portray City of Greenbelt in a positive and responsible manner. This is the same premise I carry through to this day on everything the Public Information Office shares on social media, the website, press releases, brochures, etc. I also wanted to take the responsibility in case anyone had any issues with any programming that we shared.

We also agreed that Public Access is more creative and has a lot more freedom in what they can cover, such as religious programs, political programs, community productions and any other topics that they wish to cover. They would cover or produce anything that they wanted to outside of City Government programs and services. We also agreed that we would help each other out. If we needed to borrow a piece of equipment or vice versa, we both are always happy to help each other out. GATe also helped me out when I was on vacation with Council Meeting coverage. If I am asked to cover an event that was not a City government event, I usually refer them to GATe first. I believe that this is still the nature of our relationship.

LABOR DAY COVERAGE

When I started, the City only covered the Miss Greenbelt Pageant and the Parade during Labor Day weekend. Once we got video cameras and equipment that allowed us to do more elaborate field productions, I decided to cover the entire weekend. I thought that it was easy way to get programming to fill up gaps on our channel. Later on, Malia suggested that GATe help out. We decided that Municipal Access would cover Fridays because of the Outstanding Citizen, Sunday, and the parade. GATe would cover Saturday and Monday stage events. This was a great help and very appreciated. The Labor Day Festival is not really a City Government event. I have absolutely no strong feelings about the coverage of Labor Day events. If GATe would like to cover all of Labor Day, that would be fine with us. I would like to know what GATe's thoughts are concerning Labor Day coverage, because it takes a lot of effort to set up all equipment, so whoever is set up for the day, should cover that day.

PEG & CITY SUPPORT FOR GATe OVER THE LAST 5 YEARS

The City of Greenbelt receives a 5 percent Franchise Fee from both Comcast and Verizon and a 3 percent (PEG) Public, Government, Educational Fee. The City has been giving GATe 1/5 of the Franchise Fee to use for staff and 1/3 of the PEG fee to use for equipment. The PEG fees are limited to Capital Expenses only. In FY 2015 they received \$154,425 from the city with approx. \$77,212 coming from PEG. In FY 2016 they received \$169,716.91 with approx. \$84,858 coming from PEG. In FY 2017 they received \$172,970.00 with approx. \$86,485 coming from PEG. In FY 2018 GATe received \$165,681.14 with approx. 82,840 coming from PEG. There is a chance that PEG funding will be eliminated in the next few years.

2017 City Report for GATe MoU

2/5	Loaned a wireless mic to Devin shooting a show in the Multi-Purpose Room	
6/19	Worked City Council meeting – Malia	4.0
9/11	Worked City Council meeting – Phoebe	5.0
Oct.	Clip grabs for Chris Cherry's production – Phoebe	1.0

No Labor Day Festival coverage requested.

No After-care Video camp.

Community Services

Explorations Unlimited – Women in the Civil War presentation
Edit Labor Day Festival 2016 footage
District 22 Annapolis dinner
Beltway Plaza Mall's Wall of Fame, Fashion Show
Beltway Plaza Mall's Table Tennis Tournament
Greenbelt Community Foundation grant writing workshop shoot
Cooperatives Series – New Deal Café and Makers' Space
Beechtree Puppet shows – sponsored by Ed Putens (Rainbow Crow, Giant Turnip)
Girl Scout Troop 3251 video badge
Alonzo Washington's Table Talk on Immigration
Interviews on "Citizens United" and "Question D" issues
Promos for Greenbelt Arts Center productions (The 25th Annual Putnam County
Spelling Bee, Bad Jews, Tribute, The Wizard of Oz)
Dynamic Governance presentation with Fr. Edwin John
Greenbelt Barracuda Swim Team highlights
Disability Awareness Magazine – Greenbelt Rotary Club
Labor Day Festival 2017 shot and edited six productions/acts
September 11th Memorial Concert – Prince Georges County Peace and Justice
Coalition
Roosevelt Democratic Club, three of the County Executive Candidates – Angela
Alsobrooks, Donna Edwards, C. Anthony Muse
City Council Candidates Statements and Forum for Progressive Greenbelt
FONDCA Blues Fest and Jazz Fest
Senator Paul Pinsky's Townhall Meeting
Highlights of the Greenbelt Forest Preserve Pumpkin Walk

Current or on-going Community projects

SCMaglev Train information
GIVES AARP tax help promo
Homeschoolers' Animation and After School Animation classes in cooperation with
GAVA
Utopia Film Festival
Greenbelt Elementary School Exterior Mural on "Pollinators" documentary
New Deal Café local music documentary

Memorandum of Understanding between the City of Greenbelt and Greenbelt Access Television, Inc.

This Memorandum of Understanding (MOU) is entered into by the City of Greenbelt (City) and Greenbelt Access Television, Inc. (GATe) to define the relationship between the City and GATe, as well as GATe's use of space in the Greenbelt Community Center.

History

The cable television franchises/systems serving the residents of Greenbelt provide for both municipal access and public access channels. Since the first cable franchise was issued by the City in 1982, the City has utilized the municipal access capability.

Soon after, the City Council appointed an advisory committee to research and recommend a structure for public access in Greenbelt. This advisory committee recommended that the municipal and public access structures should be separate, with the City continuing to conduct municipal access, and a non-profit corporation (GATe) be established to conduct public access in Greenbelt. The advisory committee also served as the basis for the first GATe Board of Directors consisting of eight elected members and one Council-appointed Director, for a total of nine. In 1986, GATe was chartered to promote and provide public access. Over the years, the City's cable operation and GATe have worked in cooperation with each other assisting the development of each other's programming, and that relationship continues to exist. In 1996, GATe was granted space in the Greenbelt Community Center for the purpose of having a studio for its productions. Since the GATe studio was established in the Greenbelt Community Center, GATe has consistently and voluntarily provided its services to the City whenever requested and without charge. Conversely, the GATe's use of the Community Center has been provided by the City rent-free.

Purpose

This MOU is intended to define the relationship between the City and GATe.

Terms

This relationship between the City and GATe should continue under the following terms:

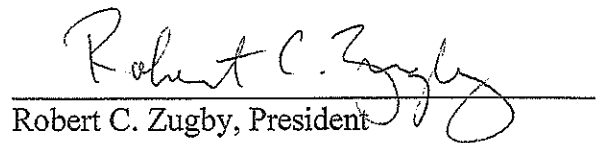
1. The GATe studio is located in Room 204 of the Greenbelt Community Center. It comprises approximately 820 square feet.
2. GATe will be charged rent for this space at the same rate that the Greenbelt News Review is charged. As of May 1, 2016, the rent is \$442 per month. Rent is to be paid by the 5th of the month. The rent will be adjusted annually based on the CPI.

3. In January of each year, GATe will provide a report on what it has done for the City during the previous year, including a list of services provided and their dollar value based on GATe's compensation structure at that time. The services, if authorized, will be in the following areas:
 - a. Cablecasting City Council meetings;
 - b. Coverage of Labor Day Festival events;
 - c. Coverage of regional meetings concerning Public, Education and Government (PEG) access and representation of the interests of PEG access in Greenbelt;
 - d. Provision of additional programming of municipal interest to the City, as requested. It is understood that such productions may also be shown on GATe's channel and will be clearly labeled as GATe productions.
 - e. Coverage of important municipal events when City staff is not available.
 - f. All the above shall be determined or authorized by the City's Public Information and Communications Coordinator or other City Manager designee.
4. The City Manager or designated staff will review the report and the dollar value of the authorized services. A recommendation will be made to the City Council on the report and the value of the services. The dollar value approved by the City Council will be reimbursed to GATe. The dollar value is not to exceed the annual rent amount.
5. Attached as reference is a report from 2015 prepared by GATe which details GATe's compensation structure in 2015.
6. GATe and the City will continue to share production equipment when needed and available.
7. GATe and the City will continue to reference each other's services when requests are made for coverage of City and organizational events.
8. This MOU has a term of two years and will renew automatically unless one party notifies the other party that modifications are needed at least sixty (60) days prior to its renewal.
9. Should there come a time that the City is no longer receiving PEG access fees, or is no longer supporting GATe, this MOU shall be terminated.

This MOU is signed and agreed to this 20th day of October, 2016.



Michael P. McLaughlin, City Manager
City of Greenbelt



Robert C. Zugby, President
Greenbelt Access Television, Inc.

GATe Services for City Council Review -DRAFT

Services provided since August 30, 2015 through 2016 –

1. “Camera Operator” includes travel, set up, shoot, break down; “Editor” includes footage capture, non-linear editing, and final media conversion.
2. The City rate includes the hourly rate plus 32% in overhead for Social Security, Medicare, Federal, State & Local taxes.
3. The GATe rate includes the hourly rate plus 32% in overhead for Social Security,
4. The following are strictly Personnel costs and do not reflect the use of equipment and consumables (batteries, tapes/cards, DVD’s, etc). These expenses are assumed to be the same for the City as for GATe, however, the commercial values for camera equipment are considerable (ie one camera/day/\$250-\$500).

Labor Day Festival (LDF) 2015 – 109 man hours total per Bev Palau

- Sat. - 63 man hours
- Sunday – assist Bev – 10 man hours
- Monday – 36 man hours
- Edit “Moonlighters”, “Johnny Seaton”, “Circus Camp”, “LDF Awards”, “The Hubcaps”, “El Mariachi Band”
- 45 hours of editing

2015

Labor Day Festival coverage: two days (Sat. & Monday at the Stage) Does not include holiday pay at time and a half for hourly City employees.					
Position	Hours	City rate	City Total	GATe rate	GATe Total
Cam Op 1	21.5	14.19	305.09	15.25	327.88
Cam Op 2	21.5	14.19	305.09	11.88	255.42
Director	22.5	52.80	1188	39.36	885.6
Editor	45	14.19	638.55	39.36	1771.2
Volunteer	43.5			11.88	516.78
Totals	154		2436.73		\$3756.88

Beginning 2016

Direct City Council meeting and camera operator – 7.5 hours – Bev Palau 7/11/16					
Position	Hours	City Rate	City Total	GATe Rate	GATe Total
Director	4	14.19	56.76	41.33	165.32
Cam Op	4	14.19	56.76	11.88	47.52
	8		113.52		\$212.84

Artful Afternoons – Nicole DeWald					
Position	Hours	City Rate	City Total	GATe Rate	GATe Total
Staff	30			11.88	356.4
Instructor	30			28.78	863.4
Total	60				\$1219.8

Create a promo for the Creative Kids Camp per Chris Cherry using the RED Scarlet camera set up and audio equipment					
Position	Hours	City Rate	City Total	GATe Rate	GATe Total
Staff	10.			11.88	\$118.80
Equip Use					\$1800.

Consult on streaming set up for A. Washington with B. Palau					
Position	Hours	City Rate	City Total	GATe Rate	GATe Total
Ex. Director	1.5			41.33	\$62.

LDF 2016 – 51 Man hours total per Bev Palau Edited “Fast Eddie & the Slowpokes”, “The Patty Reese Band”, “The NoWhere Men”, “LDF Awards Ceremony					
Position	Hours	City Rate	City Total	GATe Rate	GATe Total
Director	19	52.80	1003.2	41.33	785.27
Cam Op 1	17	14.19	241.23	11.88	201.96
Cam Op2	17	14.19	241.23	11.88	201.96
Editor	21			11.88	249.48
Totals	72		1485.66		1438.67

For Jan. – Dec., 2016

Total Hours	305.5	Total Cost to GATe	\$4852.11
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Community Services –

- Utopia Film Festival and screenings
- Contemporary Conversations
- GAVA/GATe Animation program for Children
- Promos for GAC theater productions
- Greenman Festival band coverage
- “Concert Across America” for Gun Control
- Andy Zmidzinski’s “Greenbelt Minute”, a highlight reel of local events for the month
- Prince George’s County Arts and Humanities presentation for PGCMA –K. Herling
- Greenbelt Concert Band Concert and Interview at the American Legion
- Senator Paul Pinsky’s Town Hall meeting
- District 22 MLK celebration in Annapolis
- GCDC Economics Forum and Annual Meeting
- Eleanor and Franklin D. Roosevelt Democratic Club meeting and Senate Candidate Forum-K. Herling
- GSA presentation on FBI HQ site review
- WAMATA Metro meeting at Marriott on Ivy Lane
- Greenbelt Middle School Oratory Showcase
- Green Aces Meeting
- HPRC Health Symposium – E. Jordan
- Grade A+ Teen Summitt at Beltway Plaza Mall
- BPM events: Ping Pong showcase, Fashion Show, Wall of Fame presentations, Halloween Costume Contest
- GCF 10th Anniversary promos and intern Studio tour
- Video badges for Boy Scouts and Girl Scouts (in process)
- Greenbelt Dog Training Holistic Conditioning Workshop
- Beechtree Puppet presentations for children
- Zoning Presentation
- Pathways School – Young Entrepreneur Program videos, internship, and animation class.
- Prince George’s County Peace & Justice Coalition meetings
- Support GNR with ads for GATe meetings and classes and Utopia Film Festival showings
- Continue to offer educational opportunities to children and adults in video production with an outlet for their message.

June 11, 2019

Report from Greenbelt Access Television to Greenbelt City Council

To City Council and City Staff members:

We appreciate the opportunity to meet with you and discuss the progress and changes we have made since our last meeting.

Our Mission

Our mission includes educating the public in video production, access to screen local productions, and screening meaningful and relevant content, all of which we continue to do and to improve on.

Our more focused aim is to educate all viewers about all things that Greenbelt is and has to offer.

Eleanor Roosevelt called Greenbelt "the first garden community in the land planned for the uplift and unfolding of the human spirit." Our mission is to share through our media what that means and how our unique community is doing toward meeting that goal.

Memorandum of Understanding

As per our existing MOU agreement, this report covers any financial considerations for Greenbelt Access productions of city functions. Our agreement stipulates that any work done by GATe staff as requested by city staff be compensated to GATe.

No requests were made this past fiscal year (July 1 to June 30) except for an implicit agreement to cover some of the Labor Day events. As GATe typically does this, we are not seeking any compensation for this work.

One intention we have is to share more productions for screening with your government side of our Public Access partnership. We can both benefit from using our individually created excellent content.

Recent Developments

Our long standing CEO, Malia Murray, amicably resigned after 20+ years of service at the end of June 2018, to move on to new career opportunities. In October 2018 we

hired Andy Zmidzinski, a Greenbelter with over 40 years of work experience in broadcast television, to be our new CEO.

Our President for 35 years, Bob Zugby now acts as Vice-President and is still an active board member. Frank Gervasi was elected as the new President in March.

Since last year we have made significant changes to our entire operation.

The biggest technical change we recently made was to upgrade our antiquated playout system to a cloud based system, Telvue. We did extensive research on our own in addition to learning of the experience Beverly Palau has had with the new system recently installed for the city channel. So far we have been very happy with the results.

Another technical upgrade was to start broadcast streaming online as well as via Comcast and FIOS. Perhaps as many as half of the respondents we asked do not have cable TV, which has increased our availability and coverage for Greenbelt residents, business people, visitors and those interested in our important community, wherever in the world they are located, to learn more about Greenbelt.

We would love to be able to find more space in the community center for our operations. We currently have an office and classroom, but no real studio space.

Our content has improved significantly. We have 46 recent productions on our Website YouTube link. We are professionally covering a good variety of events in Greenbelt and will continue to do more to tell the story of our city.

Some of what we do are as follows:

We continue to produce the Utopia Film Festival, which is now entering it's 15th year. Due to the theater closing for renovations , this year the festival will happen starting November 15th. We have been busy viewing film entries and can say that we will have a great line-up again this year.

The Utopia Film Festival has presented close to 600 meaningful independent films throughout it's 15 year history. One of our recent films, entitled "From Mass to Mountain", tells the story of a volunteer American faith-based group that builds a reservoir in central Panama where rains don't fall for 6 months, leaving locals with no access to water.

The infrastructure for water we take for granted here doesn't exist there, and due to climate change, places like Guatemala suffer the same problems. We see the reason for some of the refugees that come to the USA. We see an alternative solution to the wall

building that gets all the news here- an effective humanitarian solution.

The festival typically gets about 800 viewers over our four day weekend. We also present discussions with filmmakers, show festival films on our station, and have screenings other times of the year.

Our most recent festival was a net money maker- a first ever for us. The first festival cost \$18,000.00 to produce; this last one received almost \$500.00 in profit after all bills were paid and all income tallied.

We have also upgraded our teaching programs. Andy Zmidzinski started a boot camp for editing, which is terrific for teaching professional quality editing techniques. Phoebe Mcfarb is also teaching camera use, editing and assists with the boot camp, and we offer follow up guided lab workshop sessions. We are working on expanding the reach of our educational programs.

Children's animation classes under George Kochell are wonderful. Please tune in to see what is happening there; I believe you will be delighted.

Our program schedule appears in the News Review every week. We play "Democracy Now!" 3 - 4 times daily. It is one of the best TV news shows anywhere for relevant and important national and world news and features.

We have launched a "News Review" feature program where we focus on some of the important local issues of the week.

We have a very active committee structure and a new website. We monitor Facebook, YouTube and other social media platform interactions, and continue to strive to improve our operations.

Some of our other recent productions include:

- The National Champion ERHS "Dem Raider Boyz", the ERHS swim team, other school and youth events
- The controversial Mag- Lev issue developments
- Beltway Plaza development plans
- Memorial Day and other holiday ceremonies and celebrations

- The American Legion
- Previews of all of the Greenbelt Arts Center productions
- Weekly previews and discussions of local theater films
- Environmental issues such as our lake clean-up and the dangers of 5G radiation
- All the adorable animals available for adoption at Greenbelt's animal shelter
- The wonderful Elementary School mural, the Hug walk, and so much more.

Attached are a few graphs demonstrating our progress.

Also attached to this report is our current budget.

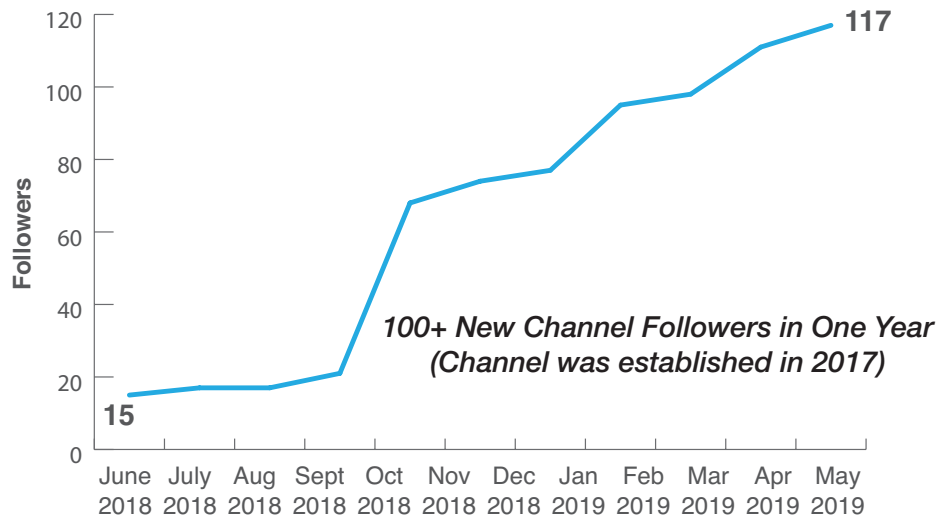
Thanks for listening and thanks for any help or interest you have in what we are or can be doing. Please tune in to our channels and enjoy the shows!

Frank Gervasi,
President
Greenbelt Access Television

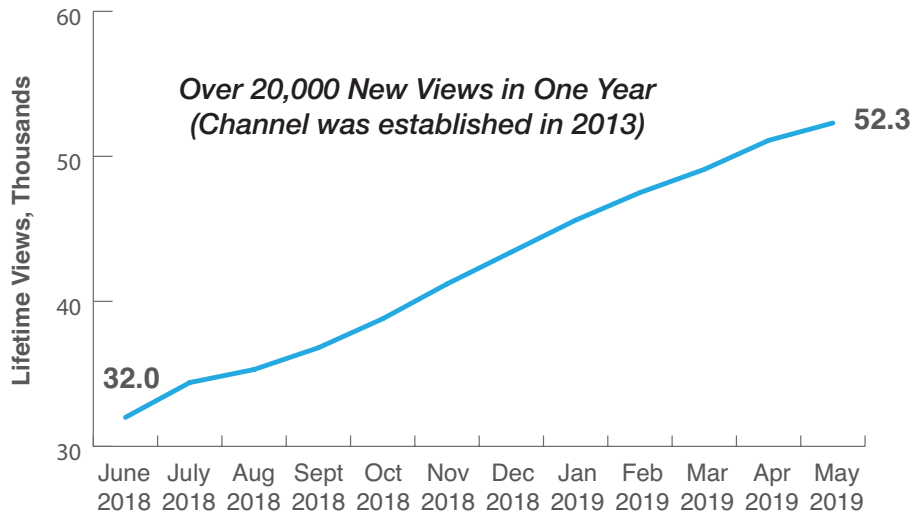
Videos Produced by GATe Staff, June 2018–May 2019



GATe Total Facebook Followers, June 2018–May 2019



GATe YouTube Lifetime Views, June 2018–May 2019



Greenbelt Access Television Inc.

FY 2019 Budget

July 2019 through June 2020

	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	TOTAL Jul '19 - Ju...
Ordinary Income/Expense													
Income													
Cable	0	40,500	0	0	41,930	0	0	41,435	0	0	40,970	0	164,835
Film Festival	0	0	4,000	6,000	0	0	0	0	0	0	0	0	10,000
Other Income	576	1,292	829	308	3,000	0	0	780	0	0	280	0	7,065
Replacement Equipment Reserves	0	0	0	0	0	9,200							9,200
Total Income	576	41,792	4,829	6,308	44,930	9,200	0	42,215	0	0	41,250	0	191,100
Gross Profit	576	41,792	4,829	6,308	44,930	9,200	0	42,215	0	0	41,250	0	191,100
Expense													
Administrative	721	794	887	5,083	3,528	855	2,407	1,662	768	2,355	1,112	215	20,387
Advertising and Marketing	34	111	0	1,667	0	0	0	0	0	0	0	0	1,812
Depreciation	0	0	0	0	0	0							0
Employee/Board Training	0	0	0	0	0	0	0	0	0	0	0	0	0
Equipment -Misc	1,000	0	0	1,000	0	1,000	0	0	0	1,000	0	1,000	5,000
Equipment Rental Expense	0	0	0	0	0	0	9,200	0	0	0	0	0	9,200
Misc. Taxes	0	0	0	0	0	0							0
Payroll Expenses	10,094	10,095	12,219	10,821	15,373	10,096	16,021	10,155	11,642	10,863	10,861	10,851	139,091
Professional Services	750	0	0	750	0	0	750	0	0	0	0	750	3,000
Property Taxes	0	0	0	0	0	0	3,763	(746)	0	0	0	0	3,017
Rent	448	448	448	448	448	455	501	455	455	0	0	0	4,106
Studio	591	0	137	1,722	262	0	0	150	0	0	0	0	2,862
Training	0	2,625	0	0	0	0							2,625
Total Expense	13,638	14,073	13,691	21,491	19,611	12,406	32,642	11,676	12,865	14,218	11,973	12,816	191,100
Net Ordinary Income	(13,062)	27,719	(8,862)	(15,183)	25,319	(3,206)	(32,642)	30,539	(12,865)	(14,218)	29,277	(12,816)	0
Net Income	<u>(13,062)</u>	<u>27,719</u>	<u>(8,862)</u>	<u>(15,183)</u>	<u>25,319</u>	<u>(3,206)</u>	<u>(32,642)</u>	<u>30,539</u>	<u>(12,865)</u>	<u>(14,218)</u>	<u>29,277</u>	<u>(12,816)</u>	<u>0</u>