

# City Council Work Session

MOU with GATE

8 p.m., Tuesday  
March 23, 2016

Community Center

# City of Greenbelt, Maryland

## Memorandum

**To:** City Council  
**From:** Michael McLaughlin, City Manager *MLM*  
**Date:** January 8, 2016  
**Re:** MOU with GATE

Attached is the latest breakdown or detailing of services provided by Greenbelt Access Television, Inc. (GATE). This is provided as support or justification for having studio space in the Community Center rent free.

It lists events which GATE has covered/recorded. Some have been at the City's request or directly related to City programs. These are listed under "Direct Assistance." The events listed under "Indirect Assistance" are community events but not City directed or requested events.

GATE lists the type of skilled position needed for an event – editor, camera operator, etc.; the number of hours needed for an event; an hourly wage for the position whether it is City, GATE or Commercial; and a total cost (hours x wage). In my opinion, the calculation using the Commercial rate is not a valid comparison as neither GATE nor the City would pay that amount for the service.

The totals on page 2 under Direct Assistance are less than what the annual rental rate would be for the studio. The largest component of the Direct Assistance is the recording of the Labor Day stage performances on Saturday and Monday afternoons which comprise between 60 and 70 percent of the Direct Assistance total. Recording of these performances are considered lower priority than other parts of the festival such as the opening ceremony, Miss Greenbelt pageant and the parade.

The annual rental for the studio space would be \$4,680/year (821 sq. ft. x \$5.70/sq. ft. - News Review rate).

If the approach outlined by GATE is not satisfactory to Council, I would suggest establishing a process to use GATE at City events and to track costs based on an agreed upon hourly rate. If the total costs do not meet or exceed the rental amount, the difference could be taken from the annual payment to GATE from the City. Currently the City provides \$166,000 to GATE, about ½ of which is not required as a PEG access fee.

Attachment

/amb

cc: Jeff Williams, City Treasurer  
Beverly Palau, Public Information & Communications Coordinator

GATe Services for City Council Review

Services provided since the last meeting with Council on July 23<sup>rd</sup>, 2014 through August 30, 2015.

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, Medicare, Federal, State & Local taxes.
4. The numbers in red represent the unpaid cost of a volunteer, hence, the two totals for GATe.
5. The Commercial rate is based on a freelance camera operator in the DC area providing their own equipment (\$400/half day or 4 hours, \$800/full day or 8 hours) at \$100/hour.
6. 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).

**Direct assistance (request from a City employee):**

Participate in the Community Center's Artful Afternoon shooting demos or PSA's for City organizations and events, (ie Museum's Roosevelt Ride, BPM Wall of Fame-ERHS SADD) for one month's event or technology demonstrations.

Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator	5	\$13.20=\$66	\$11.88=\$59	\$100=\$500
Editor	2	\$13.20=\$26	\$35.48=\$71	\$125=\$250
Total	7	\$92	\$130	\$750
Nine events per year	63	\$828	\$1170	\$6750

Provide raw footage copy to Assistant City Manager for assistance in writing up Minutes for the City Council's work session with GEAC.

Position	Hours	City rate	GATe rate	Commercial rate
Editor	1	\$13.20	\$35.48	\$125
Total	1	\$13.20	\$35.48	\$125

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	GATe rate	Commercial rate
Camera Operator 1	19	\$13.20=\$251	\$11.88=\$226	\$100=\$1900
Camera Operator 2	19	\$19.80=\$376	\$14.52=\$276	\$100=\$1900
Director	19	\$52.80=\$1003	\$35.48=\$674	\$150=\$2850
Editor	45	\$13.20=\$594	\$11.88=\$536	\$125=\$5625
Volunteer	34.75	-	\$11.88=\$413	\$100=\$3475

Total	136.75	\$2224.	\$1712/\$2125	\$12950
-------	--------	---------	---------------	---------

Coverage of the Greenbelt Dance Studio's "The Magic Toy Shop"				
Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator	1	\$13.20	\$35.48	\$100
Editor	.5	\$13.20=\$7	\$35.48=\$18	\$125=\$65
Total	1.5	\$20	\$53	\$1300
Direct Assistance Totals	111.75	\$3,085	\$2,971/\$3,384	\$15,125

- At the behest of Chris Cherry, Scott Candey is working to produce a promotional video for the Creative Kids Camp, and Aaron Solomon has also agreed to sign on. GATe is happy to provide the equipment and editing costs for this venture. We expect these numbers will be available for our 2016 report.
- Empty cells in the "City" column indicate where GATe has intentionally added membership participation in an effort to fulfill its mission of educating and volunteer-assisting on other members' projects.

**Indirect assistance (City organizations and events that support the Community):**

- Working with the Greenbelt Lions Club toward determining goals and scholarship for coverage of their meetings and events for membership promotion and marketing.
- Working with Mowatt Methodist and Greenbelt Community Churches to tape, edit, and cable cast services.
- GATeCREATE, was a project designed to promote video skills and creativity in elementary school children, targeting the Franklin Park area as underserved, and Greenbelt Middle School children specifically as an after-school, two-week program. This project was canceled due to low enrollment. We may consider offering this program at another time in the school year. A future project will target the Greenbelt senior citizens to develop new skills and possibly document their stories.
- GATe is the parent organization of the Utopia Film Festival, now in its eleventh year. GATe provides funds, meeting space, storage, and equipment and is managed by volunteers. Last year's out of pocket expense was approximately \$6500. We believe the community service and promotion are invaluable in highlighting Greenbelt as a progressive place to live.

Shooting the ERHS Baccalaureate Service for GILA; two-camera shoot. This has been a yearly event for approximately a decade.				
Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator 1	3.5	\$13.20=\$46	\$11.88=\$42	\$100=\$350
Camera Operator 2	3.5	-	\$35.48=\$124	\$100=\$350
Editor	5	\$13.20=\$66	\$35.48=\$177	\$125=\$625
Total	12	\$112	\$301/ \$343	\$975

Coverage of the Greenman Festival for promotion, archive/grant, and Channel production.				
Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator	8	\$13.20=\$106	\$11.88=\$95	\$100=\$800
Editor	4	\$13.20=\$53	\$35.48=\$142	\$125=\$500
Total	12	\$159	\$142/\$237	\$1300

Member Hilary Howes worked with Caitlin McGrath for coverage of the red carpet Opening for the Greenbelt Theatre				
Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator	8	\$13.20=\$106	\$11.88=\$95	\$100=\$800
Editor	4	\$13.20=\$53	\$11.88=\$48	\$125=\$500
Total	12	\$159	\$143	\$1300

Coverage of the Beltway Plaza Mall's "Wall of Fame" presentation and a marketing presentation for the tenants. The "Wall of Fame" is a approximately a quarterly event.				
Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator 1	2.5	\$13.20=\$33	\$11.88=\$30	\$100=\$250
Camera Operator 2	2.5	\$-	\$11.88=\$30	\$100=\$250

Editor	4	\$13.20=\$53	\$35.48=\$142	\$125=\$500
Total	12	\$86	\$142/\$202	\$1000

Leta Mach's Cooperative Series highlighting the six Greenbelt Coops and six of the seven incubator cooperatives; series was uploaded to YouTube for added exposure.

Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator	13	\$13.20=\$172	\$35.48=\$461	\$100=\$1300
Editor	25	\$13.20=\$330	\$35.48=\$887	\$125=\$3125
Total	37	\$502	\$1348	\$4425

Worked with member Claude Aubert to create a short documentary on the Pumpkin Walk 2014 highlighting Parcel 1. Uploaded to YouTube for added exposure. (Claude has also done short documentaries on the Greenbelt Swim Team in past years.)

Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator 1	2.5	\$13.20=\$33	\$35.48=\$89	\$100=\$250
Camera Operator 2	2.5	-	\$11.88=\$30	\$100=\$250
Editor	4	\$13.20=\$53	\$11.88=\$48	\$125=\$500
Total	9	\$86	\$89/\$217	\$1000

Coverage of the GHI Town Hall meetings at the Greenbelt Fire House.

Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator 1	3.5	\$13.20=\$46	\$11.88=\$42	\$100=\$350
Camera Operator 2	3.5	-	\$14.52=\$51	\$100=\$350
Director	5	\$52.80=\$264	\$35.48=\$177	\$150=\$750
Production Assistant	3.5	-	\$11.88=\$42	\$50=\$175
Editor	24	\$13.20=\$317	\$11.88=\$276	\$125=\$3000
Total	12	\$627	\$177/588	\$4625

Coverage of the MD Representatives Legislative Dinner in Annapolis

Position	Hours	City rate	GATe rate	Commercial rate
Camera Operator 1	3.5	\$13.20=\$47	\$11.88=\$42	\$100=\$350
Camera Operator 2	3.5	-	\$14.52=\$51	\$100=\$350
Director	6	-	\$35.48=\$248	\$150=\$900
Editor	4	\$13.20=\$53	\$35.48=\$142	\$125=\$500
Total	12	\$100	\$390/\$483	\$2100

Indirect Assistance	130	\$1,890	\$2,778/\$3,750	\$17,538
Totals				
Grand Totals	241.75	\$3,645	\$5,749/\$7,134	\$32,663