

d. Purchase of Video Editing Services – Will Shannon

TRANSMITTAL MEMORANDUM

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TO: The Honorable Mayor & City Council

FROM: Delilah A. Walsh, General Manager Initials: 

DATE: March 28, 2024 File #: MGR24-220

RE: Purchase of Video Editing Services – Will Shannon

The motion detailed below was prepared at the request of KPU Sales, Marketing & Customer Services Division Manager Kim Simpson, who asked that it be placed before the City Council for consideration at its meeting of April 4, 2024. If adopted, the motion provides for authorizing the purchase of video editing services from Will Shannon in an amount not to exceed \$60,000.

In adopting the 2024 Ketchikan Public Utilities Operating and Capital Budget, the City Council appropriated \$135,000 to the Sales, Marketing & Customer Service Division’s 2024 Management & Consulting Services account, which will be utilized for this purchase.

The rationale for continuing services with Coldspring is outlined in Ms. Simpson’s transmittal memorandum wherein she is requesting the City continue utilizing the services of Will Shannon, who has been our historical vendor. Typically, this purchase does not require Council approval under the Ketchikan Municipal Code (KMC) Section 3.12.051(c)(2)(d) as Mr. Shannon is a local vendor, and we wish to retain his expertise. Due to an increase in service prices, we anticipate the purchase may exceed \$50,000 for the fiscal year and are now seeking Council approval pursuant to section 3.12.050(a)(6)(b).

As the purchase is currently included in the FY24 KPU budget, continued work with Will Shannon will result in the most desirable outcome for KPUtv, and he maintains relevant expertise under KMC 3.12.050(a)(6)(b), I concur with Ms. Simpson’s recommendation. A motion has been prepared for City Council consideration.

Recommended Motion: Pursuant to Section 3.12.050 (a)(6)(b) of the Ketchikan Municipal Code, I move the City Council approve the purchase of video editing services from Will Shannon in an amount not to exceed \$60,000; authorize funding from the Sales, Marketing & Customer Service Division’s 2024 Management & Consulting Services account (640.04); and direct the General Manager to execute the purchase documents on behalf of the City Council.



**KPU Sales, Marketing &
Customer Service**
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Ketchikan, AK 99901
Phone (907) 225-1000

Memorandum

To: Delilah Walsh, KPU General Manager

From: Kim Simpson, KPU Sales, Marketing & Customer Service Division Manager

Date: February 28, 2024

Subject: **City Council Procurement Video Editing Services**

The purpose of this memorandum is to request that the General Manager seek City Council authorization to award the procurement of KPUTV video editing from the competitive bidding/written quotation requirements of the Ketchikan Municipal Code.

Background

KPUtv has utilized the technical editing services of Will Shannon since 2010. Since his selection as supplemental editor 14 years ago, Will has become an integral part of KPU's video production due to his encyclopedic knowledge of KPU's shows and his collection of KPU raw footage. He understands the look and feel of KPU's programs, and he has created all of the trailers that KPU uses at the start of its programming. Will is also KPU's technical reference for sound, color, software equipment and royalty free music. He has the exact same software and equipment that KPUtv uses which makes editing and color correction seamless, especially when both KPUtv and Will are editing the same piece. Based on Will's subject matter knowledge, and his archive of KPU video, it is imperative that he remains as a contract editor.

KPU has not ever had a guaranteed annual contract with Will. He is only paid though editing specific projects that are sent to him. Therefore, he is not promised a specific income per year. Projects vary in length and number, depending on what KPU films, and depending on how many projects the local KPUtv staff edit themselves.

Will Shannon's services fall under the KMC section 3.12.050 (a) (5) Services of a professional nature such as engineering, architectural, legal, medical or consulting services, as well as 3.12.050 (a) (6) "services which should be purchased from a specific source in order to prevent incompatibility with previously purchased supplies, materials, equipment or contractual services. For purposes of this subparagraph, the term "incompatibility" is defined as:

- (a) The inability to interconnect, combine, interchange, or join; or
- (b) That which causes substantial duplication in maintenance, **expertise** or training or in the stocking of parts, materials, supplies or replacements. Any purchase which is to be excluded from competitive bidding by authority of this subparagraph which exceeds \$10,000, must first be approved by council."

Will's hourly fee increased by 10% for 2024. It is projected that the dollars billed to KPU will exceed \$50,000, therefore authorization is being requested from council.

Video Editing is budgeted under the following account in the Sales, Marketing and Customer Service Budge: Account 520-5110-4040-610.04

Since to not retain Will Shannon as video editor would disrupt the ability of KPU to continue to effectively and efficiently produce video content, I recommend seeking approval from City Council to exempt this procurement from the competitive bid/written quotation requirements of the KMC

Recommended Motion:

Pursuant to Subparagraph 6 of Section 3.12.050 (a) of the Ketchikan Municipal Code, I move the City Council exempt the procurement of the Will Shannon editing service in the amount of \$60,000 for annual budget account 520-5110-4040-640.04.

cc:

Lacey Simpson, Assistant KPU General Manager

Michelle Johansen, City Finance Director