

RESOLUTION 2021-053

PASSED: JULY 12, 2021

**AUTHORIZING A CONTRACT WITH ICMA-TV IN THE AMOUNT OF \$22,500 TO PRODUCE A FILM ABOUT THE CITY OF DEKALB, ILLINOIS FOR A NATIONWIDE AUDIENCE.**

**WHEREAS**, the City of DeKalb (the "City") is a home rule unit of local government which may exercise any power and perform any function pertaining to its government and affairs pursuant to Article VII, Section 6, of the Illinois Constitution of 1970; and

**WHEREAS**, the City has determined it is useful to have a professional video which can be used for a variety of purposes, including business attraction and personnel recruitment; and

**WHEREAS**, the film will be produced by ICMA TV in conjunction with the International City/County Management Association (ICMA), which is the professional organization that represents trained public managers and administrators around the United States and the world, and is renowned for ethical and objective analysis of the variety of issues and challenges facing cities today.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF DEKALB, ILLINOIS:**

**SECTION 1:** That the City Council of the City of DeKalb authorizes the City Manager to execute with ICMA TV in an amount not to exceed \$22,500 attached hereto as Exhibit "A".

**SECTION 2:** This resolution and each of its terms shall be the effective legislative act of a home rule municipality without regard to whether such resolution should (a) contain terms contrary to the provision of current or subsequent non-preemptive state law, or (b) legislate in a manner or regarding a matter not delegated to municipalities by state law. It is the intent of the corporate authorities of the City of DeKalb that to the extent that the terms of this resolution should be inconsistent with any non-preemptive state law, that this resolution shall supersede state law in that regard within its jurisdiction.

**SECTION 3:** This resolution shall be in full force and effect from and after its passage and approval as provided by law.

**PASSED BY THE CITY COUNCIL** of the City of DeKalb, Illinois at a Regular meeting thereof held on the 12<sup>th</sup> day of July 2021 and approved by me as Mayor on the same day. Passed by a 6-0-2 roll call vote. Aye: Morris, Larson, Smith, Perkins, Verbic, Barnes. Nay: None. Absent: McAdams, Faivre.



  
COHEN BARNES, Mayor

ATTEST:



Ruth A. Scott, Executive Assistant

# Confirmation Order Form



<b>Client Name:</b>	The City of DeKalb ("Client")
	2021 ICMA Annual Conference, October 03 <sup>rd</sup> – 06 <sup>th</sup> , Portland, OR ("Event")

**ICMA TV will:**

- Produce a film of up to five (5) minutes in length which will include interviews with Client spokespeople and case study material;
- Produce a series of news programs at the Event and include the Client's 1-min film in one or more of these programs;
- Broadcast this film to attendees of the Event on television screens at the venue;
- Include the film within the ICMA TV playlist during the Virtual conference;
- Stream and host the Client's film online for 12 months after the Event;
- Include the film in any social media activities carried out by ICMA TV for the conference;
- Provide the Client with a link to their full 5 min film and 1 min version for their own social media and marketing purposes.

**Agreement guarantees:**

- Pre-production consultation on the Client's topic and schedule;
- One (1) day of filming
- Final approval of film before broadcast;
- Use of any rushes / B-Roll (including unused footage) for Client's own purposes via a royalty-free, indefinite license;
- Delivery of all assets including footage from the shoot, a high quality master digital file, plus a file in a format suitable to your marketing needs.

The cost of this agreement is \$22,500 USD.

The cost is to be paid on receipt by the Client of an invoice in respect of the sum due ("Agreement Fee").

**Client Details**

Address 1	164 East Lincoln Highway	Tel	+1 815-748-2391
Address 2	DeKalb	email	bill.nicklas@cityofdekalb.com
Address 3	IL	Accounts Dept. Name	
Zip Code	60115	Account Dept. Email	
Country	USA	Accounts Tel	

**Signed by WebsEdge**

**Signed by Client**

Date	9 July 2021	Date	7/12/2021
Name	Stephen Horn - CEO	Name	Bill Nicklas
Signed		Signed	

Return of this order form constitutes a binding order rendering you liable for the Agreement Fee specified above. It also signifies your acceptance of our Terms & Conditions available at: [http://www.websedge.com/webmedia/Terms\\_Conditions/USA\\_TermsandConditions2017.pdf](http://www.websedge.com/webmedia/Terms_Conditions/USA_TermsandConditions2017.pdf)

**PLEASE COMPLETE, SIGN & RETURN THIS FORM VIA EMAIL**

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# About ICMA

ICMA is the world's leading association of professional city and county managers and other employees who serve local governments.



## Creating and Supporting Thriving Communities

ICMA's vision is to be the leading association of local government professionals dedicated to creating and supporting thriving communities throughout the world. We do this by working with our more than 11,000 members to identify and speed the adoption of leading local government practices in order to improve the lives of residents. ICMA offers membership, professional development programs, research, publications, data and information, technical assistance, and training to thousands of city, town, and county chief administrative officers, their staffs, and other organizations throughout the world.



**[ICMA's Future of Professional Management](#)**  
A new umbrella fund that combines Life, Well Run and



**[Global Programs](#)**  
ICMA draws on the experience of local government

## Find Out More

[Professional City & County Managers](#)

[How We Are Organized](#)

[Our Strategic Plan](#)

[The ICMA Code of Ethics](#)

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**[ICMA Strategic Partners Program](#)**  
The ICMA Strategic Partners Program works to build



**[Expanded Outreach through Technology](#)**  
The ICMA Strategic Plan calls for the organization to explore



## ICMA LEADERSHIP



**ICMA Executive Board**  
The 21-member Executive Board oversees the business of ICMA. The Board also



**ICMA Executive Director/CEO**  
As executive director and CEO, Marc A. Ott oversees all aspects of ICMA, including



**ICMA Strategic Plan**  
The ICMA Executive Board approved the ICMA Strategic Plan at its February 2017

## Member Testimonials



**Mrs. Kimiko C. Black Gilmore, MPA**  
ICMA Member since 2011

"I love ICMA because there are so many different opportunities within the organization to become the best manager that you possibly can be...Whenever there is a problem or question or you just want to get some confirmation, you can always go to ICMA."

## The "I" in ICMA

To deliver on its vision of being the leading organization of professionals dedicated to creating and supporting thriving communities throughout the world, ICMA's international work includes:

- Support for international members including an International Committee of the ICMA board,
- Formal affiliate relationships with international local government organizations throughout the world,
- Mission-driven international development programs which combine the experience of local government practitioners with that of researchers and expert consultants to design, implement, and evaluate local government management projects worldwide and,
- Identifying and sharing best practices from around the world to facilitate their rapid adoption.

## OUR PRIORITIES



**Research & Thought Leadership**  
The ICMA Strategic Plan, Envision ICMA, establishes thought leadership



**Leadership Development**



**Career Stage Guide**  
ICMA Career Stage Guide offers local government



**ICMA: Equity and Inclusion**  
ICMA and our members are committed to ensuring that

## Showcase Your Community through ICMAtv!

The 4 days of ICMAtv conference programming will feature news from the conference floor, local government segments, and thought leadership films.

May 12, 2017 | ARTICLE

Again this year, ICMA will partner with WebsEdge, a global film and broadcasting company based in Washington, D.C., and London, to produce ICMA TV, a daily television program that will air during the 103rd ICMA Annual Conference in San Antonio/Bexar County, Texas, October 22-25. In keeping with the 2017 conference theme of "Building Bridges: Serving Our Whole Community," ICMA TV will highlight examples of local government leading practices, innovation, and leadership excellence. The four days of programming will feature interviews with key speakers and leaders, news and color commentary from the conference floor, thought leadership films from private and federal government organizations, and



ICMA-owned image  
ICMA TV interviews President Lee Feldman

prerecorded films highlighting innovative communities. Episodes will be screened throughout the Henry B. González Convention Center, as well as in select guest hotels and online. In addition to being featured in the daily ICMA TV conference programs aired onsite, on ICMA TV.com, and on the ICMA YouTube channel, communities that chose to develop a pre-recorded segment find that the final films make outstanding promotional or informational pieces that can be used to showcase their community or for outreach, fundraising or partnership proposals, marketing, recruitment, and other purposes. On behalf of ICMA, beginning in mid-May, the ICMA TV team at WebsEdge will reach out to local governments across the country regarding the development of the prerecorded community segments. There are a limited number of slots available on a first-come, first-served basis; and there is a cost associated with the production of each segment. If you are interested in creating a film segment, contact Huw Harries, commercial director at WebsEdge, at [huw@websedge.com](mailto:huw@websedge.com), and WebsEdge staff will create a customized proposal and cost structure for you based on the content and complexity of your project. If you choose to participate, a dedicated WebsEdge producer will work closely with you to produce the film of your choice. Your community will retain the rights to reproduce and copy your segment for future use. If you have any questions about ICMA's partnership with WebsEdge, contact Michele Frisby at ICMA, [mfrisby@icma.org](mailto:mfrisby@icma.org).

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## Nicklas, Bill

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**From:** Nicklas, Bill  
**Sent:** Saturday, July 10, 2021 12:46 PM  
**To:** City Council / Mayor  
**Cc:** Executive Team  
**Subject:** ICMA TV  
**Attachments:** ICMA TV background.pdf

Good afternoon,

You will notice that I am "walking in" a short resolution on Monday night. The resolution would authorize a marketing contract with ICMA TV for a five minute film about DeKalb that we would have the rights to use for our own social media and marketing goals. On Monday evening I will explain the purpose but I thought you might appreciate some background before then.

The opportunity arose on Friday after the Agenda had been published, and followed some conversation dating back to June when I was phoned by the ICMA (International City Management Association) and learned that DeKalb had been chosen as one of the cities they wanted to feature at their annual conference in Portland in early October. The ICMA is the professional umbrella that represents professional managers across the country and the world. There is an Illinois branch (ILCMA) that the NIU Center for Governmental Studies staffs. We are members of the ILCMA but do not pay dues to ICMA. In any case, since 2006 the ICMA has contracted with professionals to produce a film up to 5 minutes in length about a variety of large and small cities including interviews with city officials about key themes and goals driving their public policies. A dated article I pulled off the web (attached) gives a good basic description of the annual project. A producer and film crew do all the filming in one long day of about 8-10 hours and then distill about 3-4 hours of film to the 5-minute roll that will be televised throughout the annual conference as well as on YouTube, then the film is released for the use of the client city for marketing and business attraction. Examples of their films are on their website (ICMA TV or Webs Edge, the current contract producing firm). I expect the shelf life will be about 2-3 years.

I think it was an honor to be chosen and an opportunity to have a very professional film for a variety of marketing purposes. I recall that the private film crews used by Facebook a year ago took a similar approach and likewise distilled about 8-10 hours of filming to a few minutes of film. However, in the case of the Facebook film, the final product was not ours to use freely but there was no cost to the City.

The flat cost is \$22,500. The London-based film crew would like to do the filming in mid-August and needs a decision sooner rather than later to plan schedules for the shoot. I would have preferred to put the matter on the July 26 agenda but ICMA TV preferred the earliest opportunity, which is Monday night. The bill for the work exceeds my \$20K purchase authority.

We can pay for this out of Fund 400 as a "developmental service" (#63700).

I will recommend the expense.

Bill