TRANSFORMING THE PRODUCTION OF COUNCIL MEETINGS

ZONE 5 PRESENTATION

APRIL 25, 2024

AGENDA

1. Case Study: Gravenhurst’s Journey for an A/V Upgrade
2. Value of Production
3. Super Software Showcase Showdown Spectacular
4. Lessons Learned
5. Q/A and Discussion

ONCE UPON A TIME...

GRAVENHURST'S ADVENTURE

AWKWARD ROOM

AWKWARD ROOM

THE BEGINNING

- Pandemic declared in March 2020
- Town of Gravenhurst switched to virtual meetings in April 2020
- Council meetings stayed virtual until December 2022
- An approved budget line for 2021 included A/V and Furniture Upgrades for Chambers in the amount of $100,000

THE MIDDLE

- Staff report detailing renovations and RFP awarded to Solotech in June 2022
- Project delays ensued
  - Crestron? Kramer? None of the above?
- Residents still wanted meetings to be livestreamed…enter the camera and tripod

TECHNICAL DIFFICULTIES

AUGUST 15, 2023

THE "END"(?)

- Renovations began in October 2023
- Council meetings held in Centennial Centre and Opera House
- Majority of technical work completed in a few weeks, but new council table took a bit longer…
- Re-entered Chambers in February 2024

EXIT
GRAVENHURST
STAFF TABLE

GRAVENHURST
Scott Lucas
CAO
Her Worship Mayor Lorenz
Kayla Thibeault
Clerk

GRAVENHURST
GATEWAY TO MUSKOKA
STAFF TABLE

EXIT
Council Chambers
GRAVENHURST
GATEWAY TO MUSKOKA
Mike Gennings
Communications Specialist
Jonathan Gibson
Deputy Clerk
Councillor Jorgenson

ARZOPA
televic
conference
7
11:16
Tuesday, 16 April
Like the image that you see?
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ASUS
logi

THE VALUE OF PRODUCTION

- The age of livestreaming/recording meetings changed our profession
- Consider your own Chambers
  - What are the gaps or pain paints in your room?
  - What areas can you improve the experience for:
    - ✓ the public/media
    - ✓ councillors
    - ✓ staff
    - ✓ YOU!

TREAT YO SELF

SOFTWARE SHOWCASE!

LESSONS LEARNED

- Start the conversation with your CAO/Council
- Don’t let anyone else tackle this project
- Have a champion in staff to lead (or co-lead) the education and training of the new equipment
- Have IT staff that will support you (SPOILERS: we didn’t!)
- Expect to carry on work post-project “completion”
- Expect certain stakeholders to become experts and tell you how to run your meeting and production

LESSONS LEARNED

- Be prepared to receive some criticism
- Be prepared to spend more money
- Expect some barriers and delays…which may cost you more money!

PRAISE:

GET YOURS

FEBRUARY 27, 2024

PRAISE:

GET YOURS

FEBRUARY 27, 2024

PRAISE:

GET YOURS

MARCH 19, 2024

THANK YOU

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AMCTO

THE MUNICIPAL EXPERTS

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Agenda

- **Introduction – Modernized Formal Workflow**
- **The formal meeting process**
- **Changes**
- **AV Technology**
- **Challenges**
- **MVI AudioVisual**
- **Q&A**

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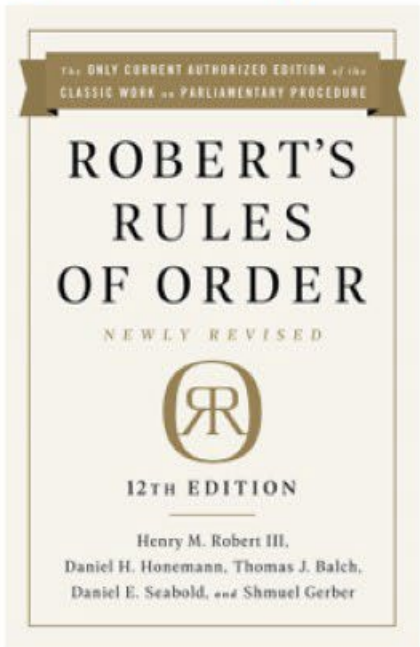
Modernized Formal Meeting Workflow

History, tradition and order

Since the late 1800's the formal meeting has followed a framework of order. One governed within by-law, policy and procedure.



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Change happens

However, today the landscape in the council chamber is much different than it was back in the 1800's.

The necessity for accessibility, transparency, inclusion have brought the requirement of technology.

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Force Majeure

COVID Changed everything, in an instant the need for Hybrid Work became more than a nice to have.

Although Covid may have been the catalyst for change, it identified the need for us to be able to adapt, quickly.

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The Result...

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But we are done with COVID

If not COVID, what about the ever-changing world… Business must continue regardless of

- **Disease**
  - New variants of old diseases make comebacks… h1n1 and h5n1 are a generational variant of the Spanish Flu which killed 50 million people worldwide.
- **Natural Disaster**
- **Climate change**

In fact, the ability to act and make decisions has never been more important.

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But we are done with COVID

And we must facilitate…

- **Accessibility**
- **Transparency**
- **Inclusion**

For All!!!

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AV Technology

Size doesn't matter, whether it is a large Council Chamber serving hundreds of thousands of people, or a small chamber serving a community of ten thousand people… the basic requirement is the same.

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Challenges

The formal meeting process has three distinct phases, and they are all important.

- **Pre-Meeting Activities**
  - Preparation and coordination of agenda, meeting materials and documentation and approvals.
- **In-Meeting Activities**
  - The physical running of the meeting, often requiring the use of AV technology.
- **Post-Meeting Activities**
  - Minutes, decisions and resolution, follow-up, actions, recording and transcripts.

And we all know, the list of responsibilities can grow!!!

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Challenges

LOGICAL: The modern formal meeting in the council chamber is one which is wrapped in workflow and process, bound by rules of order, policy, procedure and bylaw.

PHYSICAL: Beyond data points there are physical activities that happen very organically in meeting room, and typically involve dependency and interaction with technology.

Microphones, amplifiers, speakers, displays and projectors are used to bring information to the meeting delegates as well as attendees such as the public.

CHALLENGE: Far too often there is a disconnect between the two, where the AV solution cannot fully accommodate the workflow, and there is no ability for the agenda management solution to mine or utilize the data points captured by the physical activities in the room.

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MVI AudioVisual

MVI AudioVisual is highly configurable commercial-off-the-shelf software (COTS) built for the municipal council space.

It acts as the glue between process, people, workflow and technology…

- **It skins the entire solution from the perspective of the workflow.**
- **It simplifies the AV solution and reduces custom programming**
- **It automates camera control, manages video streaming, captures voting results from both inside the room and outside the room.**
- **It provides fully produced video with lower thirds, speech timers, and progressional looking graphics.**

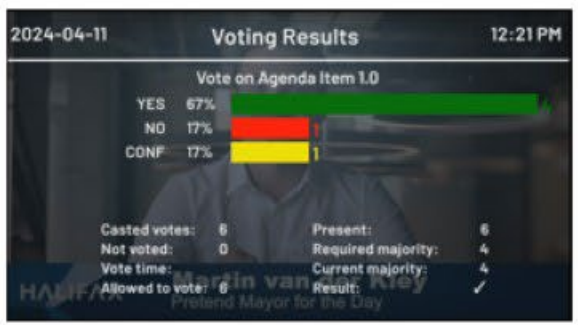
MIV AudioVisual
conference automation

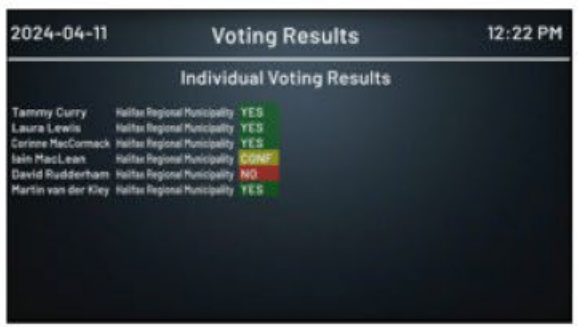
A Single Point of Connection to Every Major Brand Of Conference System

AudioVisual
conference automation

Fully Automated Camera control and video switching

- The MVI solution is scalable and controls up to **40** cameras fully automatically based on the activities in the room.
- As microphones activate, the solution manages the cameras, switches them, splits screens, manages overlays, speech timers, agenda points, votes and results for both in-room and streaming outputs.
- All controlled from the meeting workflow, triggered by workflow activities in the room, all based from the agenda.





AV Control simplified

Control can be provided to the user on existing computers, android and iOS and can be deployed on devices ranging from iPads and Tablets, to laptops or basically any device capable of running the MVI App.

Some conference systems even allow for the MVI App to run directly on the delegate station, offering ultimate flexibility in deployment.

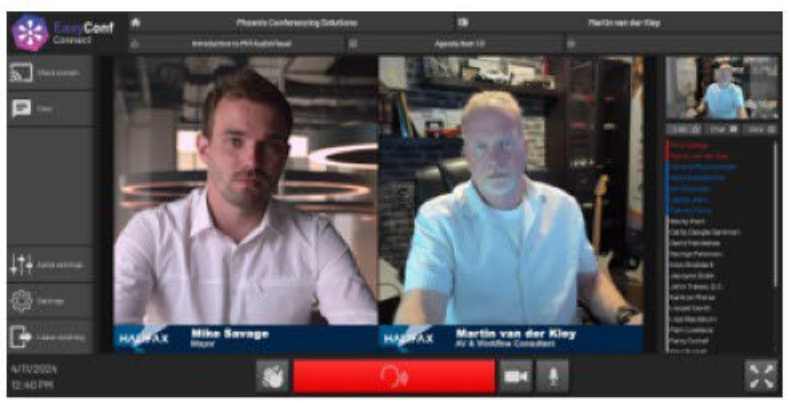
- Simplify system interaction based on job function
- Scalability via in-room task allocation
- Ease workload of individuals

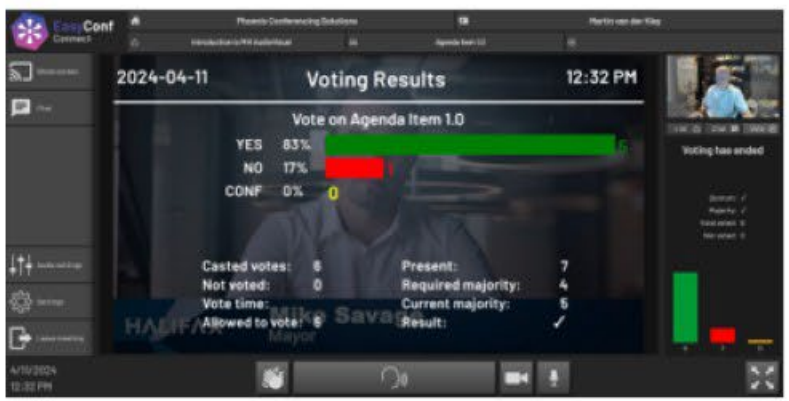
Fully Integrated Remote Participation

Like no other!!!

Fully inclusive representation for all

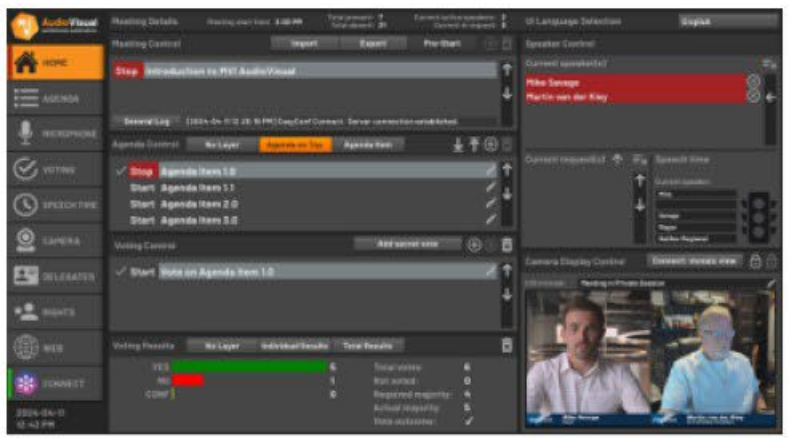
- Web Link and App Supported
  - Windows
  - Android
  - iOS
- Formal Request to Speak
  - Remote Participants are yielded the floor just as in the room on the conference system
- Fully Integrated Voting
  - Remote Participants have voting rights just like in the room on the conference system

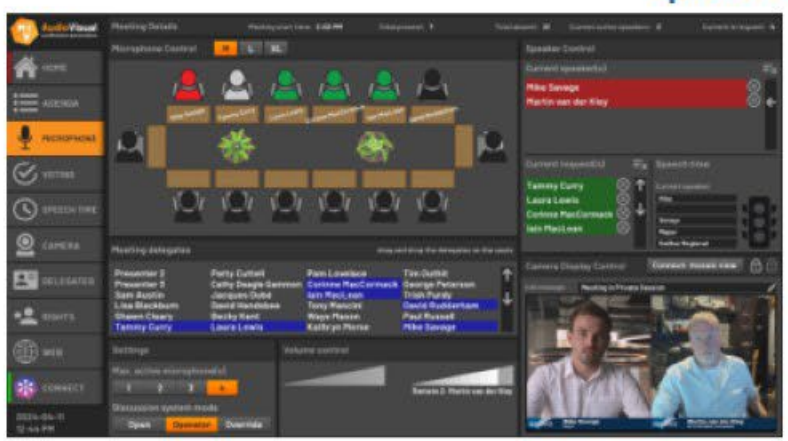


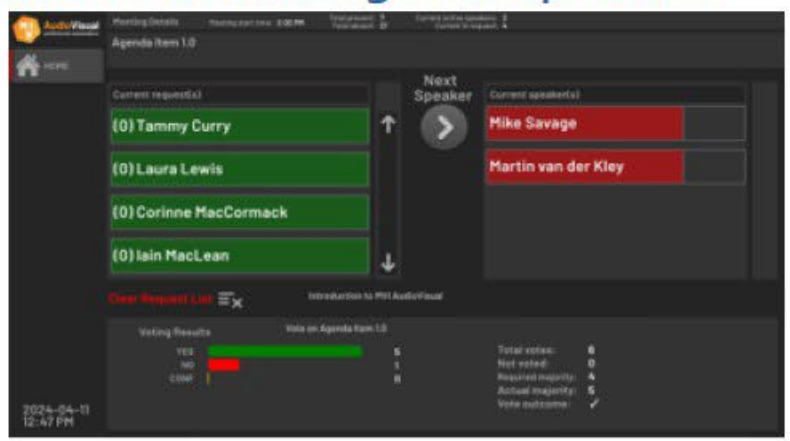


Meetings Managed from the perspective of the Agenda

- AV Follows the workflow of the room
- Simplified overview of the physical meeting
  - Agenda and voting items are clearly displayed
    - Easily triggered as video overlays
  - Request to speak list allows for microphone activation in the room, and for remote participants
  - Only Active speakers are shown on video feeds
  - GUI can be easily modified for a specific task. Like managing only the request to speak list and activating microphones

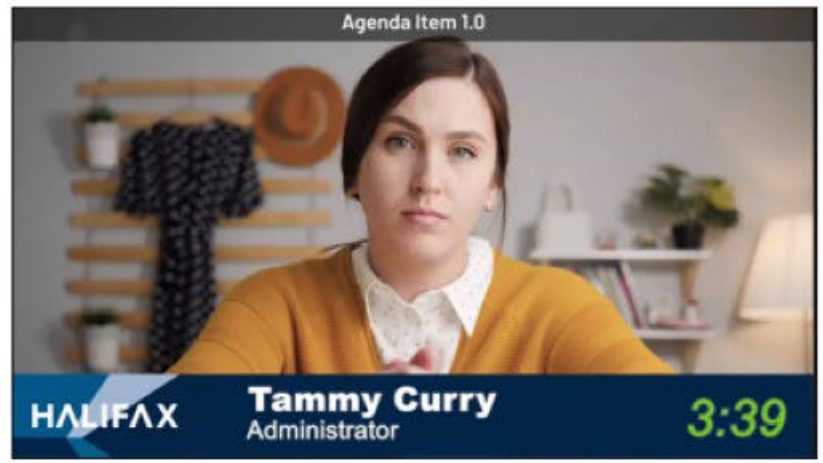


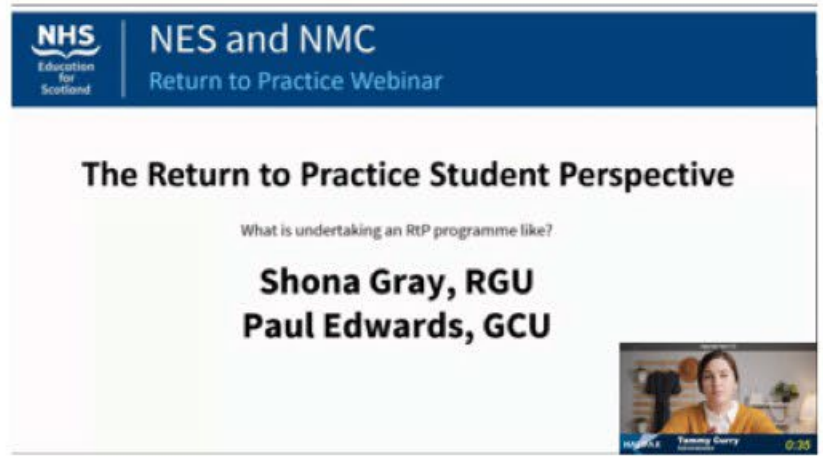


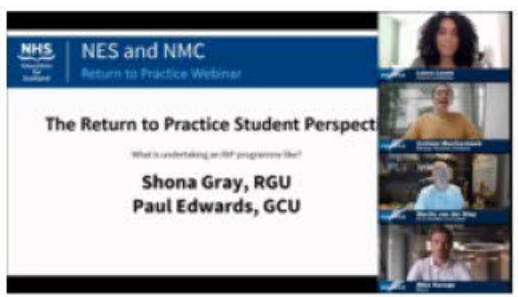


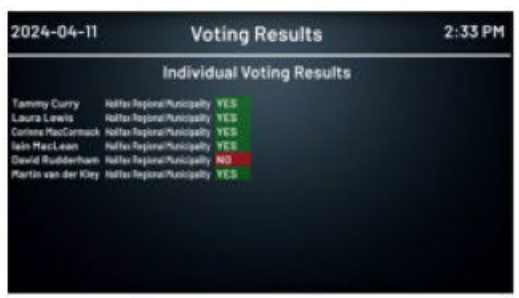
A fully produced video output

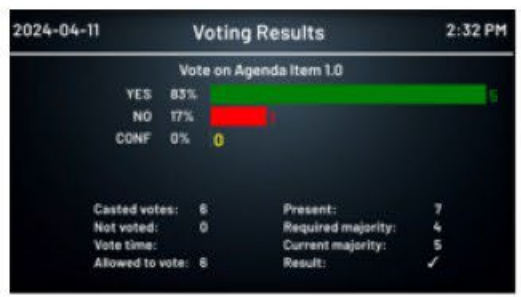
- Automatic camera switching with split screen, for 1,2,3 or 4 speakers
- Presentation inputs for in-room and remote speakers, complete with pip (picture in picture)
- Customizable video templates for agenda items, vote, results and more….











Control Camera and Streaming

- Advance control for all physical aspects of the meeting
  - Camera control and Presets for up to 40 cameras
    - Pan, Tilt and Zoom
    - Preset
    - Priority
  - Advanced Camera management
    - Colour Balance
    - Sharpness
    - Contrast
    - AI Auto Tracking
  - Editable Streaming URL and Keys

MVI creates a simplified easy to support IT Centric AV deployment model with flexibility

Almost any Conference Solution

- Bosch
- Televic
- Taiden

As Well as Legacy Solutions such as:

- Shure / DIS
- AudioTechnica
- BeyerDynamics
- Sennheiser

Almost any Camera

- RTSP H.264/H.265
- NDI
- SDI
- USB
- FFMPEG Video

Town of
Ajax
By the Lake

CITY OF
BRANTFORD

Delta

GRAVENHURST
GATEWAY TO MUSKOKA

Richmond

TOWNSHIP OF
Scugog

Yellowhead
County

KITCHENER

Town of
COALDALE
A Wise Choice

Clarington

HALIFAX

DURHAM
REGION

Q & A