



**Chatham County  
Board of Commissioners  
Agenda Abstract**

Item Number:  
Meeting Date: 8/16/10

**Part A**

**Subject:** Proposed Scope of Work for Courthouse Documentary  
**Action Requested:** Discussion & Approval  
**Attachments:** Draft Summary of Scope of Work

**Submitted By:**  
 \_\_\_\_\_ 8/10/2010  
 Debra Henzey, Director, Community Relations Date

**County Manager Review:**  
 \_\_\_\_\_  
 Charlie Horne, County Manager  
 \_\_\_\_\_  
 Date

**This abstract requires review by:**  
 **County Attorney** \_\_\_\_\_  
 Date Reviewed  
 **Finance Officer** \_\_\_\_\_  
 Date Reviewed  
 **Budget Officer** \_\_\_\_\_  
 Date Reviewed

**Part B**

**Introduction & Background:**

The Board of Commissioners asked Chair Sally Kost to work with staff and local residents with expertise to develop a draft scope of work for a proposed documentary about the Historic County Courthouse. Over the past two months, Chair Kost convened a small work group that included: Gene Brooks and Barbara Perry, local historians; Judi Anderson and Flint Davis, technical advisors; and Debra Henzey and Lisa West from the County Manager's Office.

Over two months, the group brainstormed potential components of a documentary, identified existing resources and received technical and procedural guidance from Judi Anderson and Flint Davis, who are both involved in various aspects of video production. Their guidance helped the group understand what would be required to proceed with the initial planning phase and to understand potential costs and technical parameters.

The result is the development of a draft scope of work for the proposed document, including primary goals or purposes, target audience(s), and preferred video formats.



# Chatham County Board of Commissioners Agenda Abstract

Item Number:

Meeting Date: 8/16/10

## Discussion & Analysis:

The proposed scope of work includes the following:

**PRIMARY GOALS**—The documentary could have any number of goals or purposes, but it is not feasible or desirable to cover them all. Judi helped us sort through a long list of potential goals identified by the group. We narrowed down the list to three priority goals with key elements of each. **See page 1 of attached summary.** We agreed that the most important is goal is addressing the historical significance of the courthouse, including the structure itself and important people and events in its history, including the fire. The other two goals also are important and should be addressed, but to a lesser degree.

**An important point** related to the goals and elements of each – it is very unlikely that the final product will be able to address them all or to cover any in real depth. The final content of the video will depend to at least some extent on available resources/footage, including personal interviews, and how the most compelling can be woven together by the producer into a meaningful story that will stand the test of time. Once a producer is secured through an RFP process, the commissioners will have a chance to review the final “storyboard” (a graphic outline of the script for the video).

**TARGET AUDIENCES**—The group identified the most important target audience for the documentary, which will have a key role in shaping the content, style, storyline and format of the video. **Page 2 of the attached summary** identifies our recommended primary audience and lists the other potential audiences. We felt that visitors of the courthouse and historical museum are the most important target because:

- We will feature it in the grand reopening celebration
- A wide array of residents and visitors (current and future) will visit the facility after it is rebuilt. We would expect periodic tours for students, seniors and other groups.
- The format used for this audience would be easily adaptable for use in schools, civic groups, visitor kiosks, and other opportunities.

**VIDEO FORMAT & USE:** Flint and Judi both helped us understand the importance of determining the desired formats and usage of the video as part of the initial scope of work. It will be a key element of an RFP to identify what format of video we need and how the video is likely to be made available to the public. The second column of Page 2 of the attached summary identifies two primary formats and explains a bit about each. The longer presentation version should not exceed 10 minutes in length, or else it will not be widely used in schools or related places. Our technical experts also tell us that this is a maximum length for attention span as well.

The handout also addresses the type of format needed related to providing access to the viewing of the documentary via internet, cable TV (including our government access channel) and DVDs for viewing on computer or TV screen. We can make sure the RFP includes options to produce final products that are adaptable to all these needs.



# Chatham County Board of Commissioners Agenda Abstract

Item Number:

Meeting Date: 8/16/10

**NEXT STEPS:** We seek feedback and approval of the Board of Commissioners on the proposed scope of work so that we can then move forward with an RFP process to select a producer and to apply for any relevant grants to help fund the costs. This will be a rather challenging process because the video would include elements of the rebuilding process. This means the producer would be working with us over a three-year period. Flint Davis and other members of the work group will help us with the development of the RFP and evaluation of the responses, which we expect to do this fall.

We have already collected additional resources for the documentary:

- WRAL-TV has provided a copy of footage from the fire, including some helicopter footage
- Master photographer Duane Hall donated his time to produce excellent photos of the current state of the courthouse and has provided some historic videos from H. Lee Water of downtown Pittsboro in 1939 and 1941-42. They do include some shots of activity in and around the courthouse.
- We have worked with a local college student, Alex Loops, to shoot video of the courthouse as it is now as well as the community forum and a meeting of the Historic Courthouse Task Force. He has provided this service at a minimal cost.

### **Budgetary Impact:**

No funding is required at this point, but the cost of the production of the video could range from \$20,000 to \$50,000 depending on the RFP responses, any donated services or materials, and grant funding secured. Once we have finalized the scope of work, we can revisit availability of the grants identified and discussed at previous commissioner meetings and begin the grant inquiry process.

### **Recommendation:**

We ask the Board of Commissioners to approve a Scope of Work for the proposed Courthouse Documentary