

COMMUNICATIONS MEMORANDUM
#11-2025

DATE: Aug. 25, 2025

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager 

FROM: Diana Wilson, Director of Communications 

SUBJECT: Council Meeting Recap Video

PURPOSE

To review the recommended Council Meeting Recap video format and provide staff with feedback.

BACKGROUND

After the June 2025 Colorado Municipal League (CML) Conference, Council Member Burns suggested developing short video recaps of Council meetings to provide residents information in an easy, accessible format. She received consensus from Council to direct staff to move forward with the recommendation. Staff recommends that the recap video be produced twice monthly following regular City Council meetings.

Staff researched similar videos from several municipalities. Styles included:

- Television-style video with narration and meeting footage (not recommended)
- Visual-only format with text on slides, no audio (not recommended)
- Stand up host presenting meeting highlights (not recommended)
- Unscripted videos recorded by staff or elected officials using their phones (not recommended)

Recommended Option

The Communications team made several test videos for the City Manager's review and input. Staff recommends the following format: AI - Aug. 11.

The YouTube transcript of the meeting is summarized using AI. After staff reviews and edits the summary, AI generates narration and staff overlays the audio over meeting footage, stills and slides and adds music. The beginning and end of each recap video would be the same. The recommended timeline will be for the video to be completed and reviewed in time to post the Wednesday after regular Council meetings. It is important that there is minimal gap in production time for this tool.

The vertical format was chosen to best fit social media, especially on platforms that reach different demographics not typically engaged through the City's current communication channels. The meeting recap video would supplement other communication tools such as:

- Northglenn Connection newsletter's local legislative recap
- Live and recorded meetings on Channel 8
- Live and recorded meetings on YouTube

Staff will measure the effectiveness of the video recap based on social media views and engagement and make adjustments if needed.

BUDGET/TIME IMPLICATIONS

Funds for the program are included in the General Fund for 2025. Initial videos required significant time, but this format is estimated to take two staff members four hours each per meeting to complete. Utilizing our current video contractor for television format would cost \$500-800 per video recap; staff does not recommend this option.

STAFF RECOMMENDATION

This item is for informational purposes only. Staff recommends Council provide feedback on the proposed video format.

STAFF REFERENCE

If Council Members have any questions, please contact Diana Wilson, Director of Communications, at dwilson@northglenn.org or 303.450.8713.