

**SPECIAL MEETING OF THE CITY COUNCIL**  
**June 29,2021**

The meeting was called to order by President McGee at 06:17 PM.

The Clerk called the roll. Absent members: 3 (Hernandez, Lebron-Martinez, Vacon) Present Members 10 (Anderson-Burgos, Bartley, Greaney, Leahy, Lisi, McGee, McGiverin, Murphy, Sullivan, Tallman). .

The name of Councilor Anderson-Burgos was drawn to head the roll call voting.

Councilor Bartley requested a moment of silence to recognize the passing of John Barrett , the water commissioner that had just passed away .

Councilor McGiverin noted he was also a former Alderman as well as a former School Committee member.

President McGee stated a close friend to the City Council and the city as a whole .

A moment of silence was observed for Mr. Barrett.

**ORDERS AND TRANSFERS**

MCGIVERIN Ordered, that that there be and is hereby appropriated by transfer in the fiscal year 2021, TWENTY SEVEN THOUSAND NINE HUNDRED AND 00/100 Dollars (\$27,900) as follows:

FROM:			
11211-51103	AIDE TO MAYOR		\$9,648
11451-51105	TREASURER - FLOATING CLERK		18,252
		TOTAL:	\$27,900
TO:			
11212-53430	ADVERTISING		\$27,900
		TOTAL:	\$27,900

To the City Council:

I hereby recommend the passage of the above order at the meeting of your Council to be held Tuesday, June 29, 2021.

Terence Murphy, Mayor

**UNDER DISCUSSION:**

Councilor Murphy stated that they were in talks with the producers of Viewpoint. He then stated that if the production costs are paid right away, they would work over the following month and a half to coordinate production followed by the production crew being in Holyoke in late September or early October. He added that the city would have an opportunity to edit it and then it would be broadcast on public television stations beginning in November. He noted that Cynthia Espinosa from the Planning Department joined the discussions on promoting a variety of topics such as economic development, tourism, and historical perspectives. He recalled that the City Council had been supportive in previous discussions. He noted there were leftover funds from FY 21 to cover the costs.

Councilor McGiverin noted there may need to be a ruling sought on chairing meetings remotely in a hybrid meeting. He then noted that the Auditor provided information showing that the transfers would be coming from two line items where there had been vacancies during the fiscal year, leading to surpluses.

Councilor Leahy asked if the funds would need to be returned to the budget at a later time.

Councilor Murphy clarified that the funds were left over from FY21, adding that they were being

transferred into the Mayor’s advertising budget for the same fiscal year . He then clarified it would have no impact on FY22.

Councilor Leahy asked why the accounts had surpluses.

Councilor Murphy stated that two people left during the year , leading to extra funds in those accounts.

Councilor Leahy suggested that in the future, when an employee leaves, the unused funds should be transferred to the general fund.

Councilor Murphy stated he may not be opposed to that idea. He then reiterated that the funds were available and getting it paid right away would accelerate the pace of production .

Councilor Leahy reiterated there could be a process in place .

Councilor Greaney stated that the production would be great for the city and that all should be in support of it to promote good things about the city .

Councilor Tallman commended Acting Mayor Murphy for the work , adding that the project would be a benefit to the city .

President McGee clarified for viewers that if the transfer is approved , there would be a production.

Councilor Murphy stated that the project involved Dennis Quaid , with a working title of Holyoke: A Good Place to Live, a Good Place to Work, a Good Place to Visit, adding that it would be on public television with an estimate of potentially 6 million viewers . He then stated that in addition to the 4-6 minutes, there would be 1 minute spots recorded. He added that the video would be broadcast during unused air time in between other programming on public television stations , adding that many cable news stations have time for the 1 minute spots. He then stated that the videos would be available for the city to promote itself .

President McGee noted it will be a great thing for the city .

Councilor McGiverin noted that when the Finance Committee initially approved the order to pursue the project, the representative described the project well and noted that the city would have god control over what can and should be used in the production. He then added that in the end, the videos may reach millions more than 6 million viewers. He stated that this kind of marketing is what could bring companies to the city, adding a hope that the Planning and Economic Development office could use the video as a tool to encourage companies to relocate or expand into Holyoke .

---> Passed two readings and Adopted on a call of the roll of the yeas and nays --Yeas 10--Nays 0--Absent 3 (Hernandez, Lebron-Martinez, Vacon).

Adjourn at 06:30 PM.

A true record

ATTEST:

*Brenna Murphy McLee*  
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City Clerk