



City of Warrenville
3S258 Manning Avenue
Warrenville, IL 60555

(630) 836-3050 tel
(630) 393-6948 fax
www.warrenville.il.us

July 14, 2020

Patricia Sinnott

Via email: [REDACTED]

Dear Patricia:

On Monday, August 17, 2020, the City Council approved the request to amend the CoffeeCon grant to accommodate a virtual event for FY 2021, with a grant award of \$25,000. Included with this letter is a Final Report form showing the amount awarded for each item in the grant. Please note the following conditions:

- 1) Grant funds may not be used to advertise for any private business.
- 2) Grant funds may not be used to pay for Sinnott Productions' employee salaries or related expenses.
- 3) Grant funds may not be used to pay for Sinnott Productions' business expenses.
- 4) Grant funding for temporary staff, hired or contracted, specifically for this event is permitted as approved in the list of expenses. A copy of the contract, agreement, or quote must be submitted with any reimbursement request.
- 5) The following tagline must be prominently displayed to credit the Hotel Tax Grant during the event: ***"Project sponsored in part by the City of Warrenville Hotel Tax Fund."***
- 6) All other grant policies and requirements must be followed as outlined in the Hotel Grant policy and the application document originally submitted for the grant.

To be reimbursed, please submit a written request indicating the reimbursement amount requested and the enclosed final report form with copies of receipts, invoices, and other documentation that demonstrate the amount paid and the items or services purchased. Please note, grant funding may not be used for expenses that were not approved by the City Council. All purchases must be made within the fiscal year, which ends April 30, 2021. All reimbursement requests must be received no later than June 11, 2021.

Please feel free to contact me at 630-836-3025 or via email at cwhite@warrenville.il.us with questions.

Congratulations on the grant award and good luck with CoffeeCon 2020.

Sincerely,

Cristina White

Cristina White
Assistant City Administrator

Enclosure

CC: Kevin Dahlstrand, Finance Director

From: [Patricia Sinnott](#)
To: [Beltran, Leo](#); [Kevin Sinnott](#)
Cc: [White, Cristina](#); [Monica Johnson](#); [Davolos, Kathy](#)
Subject: Re: CoffeeCon Revised Budget and Detail Explanation
Date: Thursday, November 19, 2020 2:52:19 PM

Hello Everyone,

I sincerely need your help and support. I am struggling to create this event. This is the first time I'm doing this. In fact, it's the first time for anyone in the country.

I have already ordered the hardware to set-up a test which is running this weekend. I had to do this otherwise I would be submitting billing for items that I'm not sure would be successful for my team and facility, in other words, the studio that currently exists. There are a number of options and systems out there. I'm starting with the lowest priced option. If it doesn't work I will send back the hardware and order another one. Once we have a system we can use, we will create a guide for the other video crews, so we can replicate the system in the three remote locations using rentals. Therefore I cannot submit quotes until we have made a final decision. It's at that point I will get quotes from the remote video crews. All of this is a process for a new idea that perhaps doesn't fit the events in the past which is one reason there is this difficulty.

I understand that this means there will be a delay regarding reimbursement for the system while it goes through the process. My concern is that my business credit line is only \$7,000, on which I will pay interest past 30 days. I appreciate Monica scheduling a special TAC meeting but I will have missed the City Council meeting on Monday therefore I'll need to wait until a council meeting sometime in December? Please put me on the agenda for that meeting.

I assume that the issue of the website which is fully dedicated to a virtual event, unlike a website for a community organization to promote that organization, this website is for people seeking information after being advertised to on FB. I will get the invoices for the website, graphic artist (already approved in the budget line item), and hard drive to go with the Vimeo Pro invoice and insurance invoices already in with Leo.

The Vimeo Pro which is also an approved line item will hopefully be reimbursed. That item is already on my business credit line and needs to be paid before accrued interest. Vimeo Pro does not sell a one-month subscription. If we desire to be interactive with the public we must purchase a yearly subscription. There is no way around it. To prorate this service would be taking advantage of my company. This interactivity was requested and is being promoted on the website already. The other remaining item for this billing is the insurance which is part of the shooting expense for the Warrenville segments.

The production and promotion of this event are very time-consuming. I need the support of the City to make this happen. Leo, I would like you to help me by walking through the budget sheet so the figures can be correct and the way you want them. Can you call me today so we can work through this?

Best regards,
Pat

Patricia Sinnott
CoffeeCon 2020
www.coffee-con.com



Budgeting Changes to CoffeeCon Online LIVE
January 9, 2021

Dear TAC and City Council,

We are proceeding with excitement as we learn more about this new cutting edge live-stream technology. Kevin Sinnott and I appreciate the flexibility of both TAC and the City Council by helping us achieved the final goal of a live streamed interactive event. Many items have shifted since our last budget. I thought it would be helpful to describe each line-item in detail so that everyone can understand the categories.

- 1) Technical Director In-Studio. This person is the traffic director during the event. He will be watching all three remote locations on a big screen and running the bumpers from our studio. He calls the ins and outs as well as mixes the remote cameras. His fee includes all pre-production and rehearsal and production day. \$2,000
- 2) Technical Programmer In-Studio. This person programs the live feed equipment as well as streaming the feed sent by the Technical Director to the social media platforms. He also programs Vimeo Pro for the interactivity with the public. \$1500
- 3) Audio Technician In-Studio. Handles all sound for the event. \$1,000
- 4) Graphic Design. All graphic elements for event including bumpers, digital design, ads and marketing materials. \$1,000
- 5) Remote Video Crew – Bumpers. This is all the Warrenville Footage of the Fire Station, Library, Arts on the Prairie, Warrenville in Bloom, local business owners, Hotels and Forest Preserve. Bumpers will need an animator who will take the art graphic elements from the graphic designer and make moving titles and upcoming notifications in the lower third of the screen. Titles will include names of various people interviewed in Warrenville. The animator will be paid out of this budget. Also expenses for the Warrenville video shoot should also be paid out of this line item. Sinnott Productions shot all interviews as their contribution. The only expense is \$34.04 for the required insurance from the DuPage Forest Preserve. They waved all shooting fees but required this extra insurance. This is not insurance for Sinnott Productions or CoffeeCon. This insurance was a single shooting policy to indemnify the Forest Preserve against any looses while we were shooting for the Online LIVE event. CoffeeCon and Sinnott Productions carries their own insurance. This policy was specially written to cover the Online Event footage only. \$2500 We need to change this budget to \$1034.04 and move \$1265.96 to the Live-stream Equipment and \$100 Hard Drive under Capital
- 6) Remote Video Crew Chicago – 3 experts \$2500
- 7) Remote Video Crew LA – 3 experts \$2500
- 8) Remote Video Crew Oakland – 3 experts \$2500
- 9) Remote Video Crew Cancelled - \$1810 to the Live-streamed Equipment under Capital and \$690 to (12) Vimeo Account
- 10) Speaker Fees - \$2100 move to Live-streamed Equipment under Capital

- 11) Blackmagic Remote Equipment Rental - \$1000 This amount covers \$333 per location. At a later date we may need to move funds out of Capital Live-streamed equipment to allow for more rentals.
- 12) Vimeo Premium Account \$75 increase to \$690 for a total of \$765. Understand Vimeo Pro is what allows us to be interactive with the public. They do not sell their Pro accounts on a monthly basis. They will not prorate for one months use. I was able to get a \$135 discount off their \$900 yearly cost. If TAC only pays \$75 my company will lose \$690. Further the Technical Programmer cannot be expected to only have access to Vimeo Pro during the month of January. That gives him only 9 days to program this correctly leading to the possibility of error. Further my company will be forced to find someone to resell the remaining months of the contract meaning after January 31 the video of the event and all public comments streamed to social feeds will disappear as the account will no longer be assigned to Vimeo. A remaining video will remain on YouTube but all views and live comments will be gone.

Tourism

FB Advertising \$4,400 we are including the website development for \$1,000. Please look at the website. You will see that it is only for CoffeeCon Online LIVE event. There is a count-down clock as well as a video player to see the event. Further under the Partners section is has the Hotel Motel tax Byline. If we advertise on FB without a website there is no place for people to get information. People will simply forget the Ad come January 9th even if they want to view the event. The website has a place for free registration so we can send them a reminder email that the event is happening 24 hours before. Without a website people will have a harder time find the event both before, during and after. This will affect the viewing numbers during and after is the idea is to promote tourism in Warrentville the goal will be harder to reach. The website is clearly for the online event and will remain for one year with the Vimeo player for the event.

Capital

HDMI Splitter \$100 necessary to produce the event

Misc Cables \$200 necessary to produce the event

Live-streaming Equipment – Some will be rented. Some will be purchased. Technicians need to learn how to use the technology including writing a manual for the remote crews to use the rented equipment. This is all new technology.

Hard Drive \$100 this replaces video tape. Necessary to produce the event

From: no-reply=vimeo.com@relay.vimeo.com on behalf of Vimeo
To: [REDACTED]
Subject: Your order with Vimeo.com
Date: Thursday, November 5, 2020 2:40:02 PM



Congrats, CoffeeCon!

You are now a Vimeo Premium member.

To get started, you can [create a live event](#). You can also download and access the encoding software [Livestream Studio 5](#), free with your Vimeo membership. Learn more about the tools you've gained in our [Help Center](#).

Your Purchase (Nov 5, 2020)

Vimeo Premium membership	\$900.00
Applied Promo Code	MerDealQ42020
<hr/>	
Total	\$765.00

You are enrolled in auto-renew. You can manage your membership and review your purchase history at any time in your Account Settings. Questions about your account? Visit the [Help Center](#).

Now, go make the most of your Vimeo Premium power!

LOVE,
Vimeo



If you wish to unsubscribe, or change your notification settings: [click here](#).

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PAID

Receipt of Purchase

COVERAGE	General Liability Limit	\$1,000,000
	Policy Period	10/09/2020 01:25 PM CDT - 11/09/2020 11:59 PM CST
	Activity	Consultants & Freelancers
	Add-ons	
POLICY	Policy Number	[REDACTED]
	Who's Covered	Kevin Sinnott CoffeeCon
	Crew Size	Just Me
PURCHASE DETAILS	Price	\$34.04
	State Tax	N/A
	Total	\$34.04

AGENCY CUSTOMER ID: [REDACTED]

LOC #: 1



ADDITIONAL REMARKS SCHEDULE

AGENCY Verify Insurance Services, Inc. DBA Thimble		NAMED INSURED Kevin Sinnott CoffeeCon patricia@coffee-con.com 60555	
POLICY NUMBER [REDACTED]		EFFECTIVE DATE: 10/09/2020 1:25 PM CDT	
CARRIER	NAIC CODE		

ADDITIONAL REMARKS
THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: Acord 25 FORM TITLE: Certificate of Liability Insurance

Description of Operations (con't)

Products and Completed Operations coverage [REDACTED] for policy number [REDACTED]
[REDACTED] until 10/09/2021 1:24 PM CDT