Proposal: Board Meeting Live Streaming Options

Prepared for: RUSD School Board & Superintendent

Outline: As I'm unsure about the quality expectations of the final product, I am providing cost estimates and considerations for live streaming Board meetings at three quality levels, including equipment, personnel, time requirements and potential concerns.

Summary

This proposal outlines three live-streaming options ranging from a simple, low-cost setup to a more professional production. Some schools in Marin are using a pretty simple single wide-angle camera and only one I noted, was more professionally delivered. A table of what I believe the other schools are doing is shown at the end of this proposal. Each tier scales in video/audio quality, reliability, flexibility, and staffing requirements. All options support *live streaming only* (no public comments via the streaming platform), per Board direction.

Option 1: Basic Wide-Angle Camera (Entry-Level)

Use Case: Minimal investment; acceptable visibility of the room; limited production control.

Equipment

- Wide-angle 4K USB camera (e.g., Logitech Brio or equivalent)
- Tripod or wall mount
- Existing room audio feed (already in place)
- Laptop or small PC (existing or dedicated)
- Streaming platform: Recommend Zoom Webinar (*already have a licence)* or Vimeo (no ads, unlike YouTube)

Estimated Equipment Cost: \$400–\$600

Quality & Capabilities

- Single static shot of entire room
- Limited ability to zoom/pan
- No lower-thirds, graphics, or camera switching

Personnel & Time

- Setup: 1–2 hours (initial), 15–20 minutes per meeting
- Live Operation: 1 staff member present (meeting duration)
- Post-Meeting: No post video production (Automatic cloud recording), audio post production recommended

Estimated Staff Time per Meeting: Board meeting duration plus setup and 2-3 hours for audio post production

Pros / Cons

- Pros: Lowest cost, simplest to operate
- Cons: Least professional appearance and flexibility

Option 2: Mid-Level Integrated System (Logitech Rally Bar + Zoom Webinar)

Use Case: Professional, reliable solution with minimal operational complexity.

Equipment

- Logitech Rally Bar (auto-framing, integrated speakers/mics)
- Wall mount
- Display or confidence monitor (optional)
- Dedicated Zoom Room license
- Zoom Webinar (*already have a licence)*

Estimated Equipment Cost: \$4,000–\$5,000

Quality & Capabilities

- Auto-framing and speaker tracking to a limited degree
- Significantly improved video clarity
- Stable, purpose-built hardware
- Easy one-touch meeting start

Personnel & Time

- Setup: 2–4 hours (initial), 10–15 minutes per meeting
- Live Operation: 1 staff member present (meeting duration)
- Post-Meeting: No post video production (Automatic cloud recording), audio post production
- recommended

Estimated Staff Time per Meeting: Board meeting duration plus setup and 2-3 hours for audio post production

Pros / Cons

- Pros: Consistent quality, low operational risk, minimal staffing
- Cons**:** Less flexible than a full production system; higher upfront cost than a simple wide angle camera

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Option 3: Advanced Multi-Camera Production (Broadcast-Quality)

Use Case: Highest-quality production suitable for public transparency, archives, and long-term scalability.

Equipment

- 2–4 Obsbot Tail 2 AI tracking cameras. **Note:** I personally own two of these cameras and they work
  really well for tracking subjects and if you are using software like Ecamm Live or OBS you can set up to 10 predetermined shot positions on a single camera
- Tripod and/or wall mounts
- Video switcher (Zolobox Extreme *or* software-based OBS/Ecamm Live)
- Dedicated production computer (Mac or PC) Note: OBS or Ecamm Live require a dedicated computer.
- Audio: Shure wired microphones *or* DJI wireless mics (*already in place - we use both)*
- Small soundboard/mixer (*already in place)*
- Lighting enhancements (if deemed necessary)

Estimated Equipment Cost: \$5,000–\$7,000
Software Costs: OBS (free) *or* Ecamm Live (\$400/year)

Quality & Capabilities

- Multiple camera angles (Board, speaker, podium)
- Live switching, graphics, titles, and overlays
- Professional-grade audio control
- Highest viewer engagement and clarity

Personnel & Time

- Setup: 6–10 hours (initial), 30–45 minutes per meeting •
- Live Operation: 1–2 trained staff (producer + audio/camera oversight). Able to stream to multiple •
- platforms.
- Post-Meeting: Video production only if needed (local recording also available), audio post •
- production recommended

Estimated Staff Time per Meeting: Board meeting duration plus setup and 2-3 hours for audio post production

Pros / Cons

- Pros: Best quality, maximum flexibility, future-proof
- Cons**:** Highest cost; requires trained personnel

Note: Currently, Juan spends approximately 2-3 hours (sometimes longer) to try and equalize volume levels from different speakers. Staff and board members have very varying spoken voice volumes even with mics placed at very similar distances. There are also instances when the audiences speak or when there are guest events. Good audio we believe makes a big difference in the production quality, more so than video quality differences. However, there are more sophisticated ways to explore doing this live, but that will require additional audio equipment and dedicated sound monitoring throughout the meeting.

Personnel Summary (Per Meeting)

Option	Staff Required	Estimated Setup Time
Option 1	1	15–20 minutes
Option 2	1	10-15 minutes
Option 3	1–2	30-45 minutes

Meeting Recording Access Metrics

The Board requested information on how often current meeting recordings are accessed.

Status

Access counts on FinalSite (district web site) are hard to find. We will need to reach out to them to see if we can find these metrics for audio recordings downloaded

Recommendation

Store recordings on platforms like Zoom, Vimeo or YouTube as they have better tracking metrics

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Comparison: Marin County School District Practices

The following table summarizes publicly observable board meeting streaming and recording practices among Marin County school districts. This is based on review of district websites and publicly posted meeting videos, so may not be accurate, it is simply intended as a comparative reference.

District	Platform Used	Apparent Setup	Notes
Larkspur–Corte Madera	Zoom	Single wide-angle camera (likely)	Zoom recordings posted on district site
Mill Valley	Zoom (live) / YouTube (archive)	Single wide-angle camera (likely)	Zoom meeting access with recordings posted to YouTube
San Rafael City Schools	YouTube	Limited camera zoom / partial framing	Meetings are live streamed and archived on YouTube
Kentfield	Zoom	Audio only	District explicitly notes Zoom audio-only livestream
Ross Valley	YouTube	Not evident	Board meeting recordings posted to YouTube
Novato Unified	YouTube	More professional	Regular board meetings broadcast on district YouTube channel
Tamalpais Union HSD (Tamdistrict)	Zoom	Single camera Zoom capture (likely)	Meetings conducted via Zoom webinar and archived as Zoom recordings

This comparison shows that most districts rely on either basic Zoom-based capture or direct YouTube livestreaming, generally with minimal production and limited camera coverage, Novato seems to be the exception, using a more professional setup.

Recommendation From IT

• **Short Term:** Option 2 (Logitech Rally Bar + Zoom Webinar)

• **Long Term:** Option 3 (Multi-camera production)

Option 2 offers the best balance of quality, reliability, and staffing efficiency, while Option 3 provides a more polished solution if community engagement and professional level are priorities.