TOWN OF PARADISE VALLEY
AUDIO / VIDEO CONFERENCING GUIDELINES
AND BEST PRACTICES

Purpose
These guidelines provide best practices for elected and appointed officials and staff members with regard to video conferencing of public meetings.

Attendance via Video Conferencing Encouraged
Elected and appointed officials are encouraged to attend meetings by audio/video conference if they are unable to attend in person.

Resources
The Town of Paradise Valley's primary AV service provider is Zoom Communications. The Town maintains one Zoom Room license and multiple Pro licenses.

Best Practices – Meeting Setup and Meeting Management
- Instructions on how to join the Zoom conference should be provided to meeting participants in advance. A reminder email with the meeting ID should be sent the day before or day of the meeting
- The meeting organizer should ensure microphones are unmuted and distributed appropriately to pick up all in-person attendees.
- Remote participants attending by computer, should click the Zoom meeting link several minutes before the start of the meeting to download the software
- Remote participants should consider lighting, background, clothing, and camera location
- The meeting organizer should initiate the online conference five to ten minutes prior to the meeting start time to welcome participants as they arrive and answer any questions about the software and resolves problems before the meeting.
- All PowerPoint presentations and other documents should be loaded and ready to be shared in Zoom screen share.

Best Practices – Beginning the Meeting

- The Meeting organizer or Mayor/Chair should ensure all participants can see and hear all other participants
- The Meeting organizer or Mayor/Chair should remind all remote participants to mute their microphones
- The Mayor/Chair should announce the rules for questions and being recognized during the meeting.

Best Practices – During the Meeting

- Meeting participants should speak clearly and at a slower speed.
- Meeting participants should use visual or verbal cues such as hand raising to indicate when someone want to be recognized.
- The Mayor/Chair should recognize people by name or speaks should state their full name (and title if appropriate) each time they speak. This is especially important for those attending by telephone and those not clearly visible on camera.
- Speakers should say "I yield" or "thank you" when done speaking
- Meeting participants should take 4 second pauses between speakers
- When a document is referenced during a presentation or discussion, the speaker should refer to the document title and page number
- Votes should be taken by Roll Call. This will ensure that the votes of all members have been heard and recorded accurately.
- The Mayor/Chair should pause at appropriate times during presentations to call on members for questions.
- During the public comment portion of meetings, the Mayor/Chair should ask if anyone would like to speak and pause for several seconds while meeting participants unmute their phones. Remote participants should be encouraged to submit requests to speak in advance by using the Register to Speak tool on the online agenda, by emailing questions and prepared remarks to the meeting organizer / staff liaison prior to the meeting, or by using the chat or raise hand tool in Zoom.
- If the public body votes to go into executive session, the Mayor/Chair will announce an estimated time to reconvene the public meeting. The meeting organizer will end the Zoom conference and initiate a new Zoom conference with an unpublished meeting ID number.