



Request for Board Action

Attachment 6.3

Agenda Item: Digital Asset Management System Procurement and Implementation

Presenter: E. Resseger

Meeting Date: 14 July 2026

Flexibility: ☐ Yes ☒ No

Estimated Time: ☐ Consent Agenda ☒ 10 Min. ☐ 15 Min. ☐ 30 Min. ☐ 45 Min. ☐ 1 Hour

Action Request: ☐ Information/Review ☒ Motion to approve ☐ Budget Change ☐ Other

Board Action: ☐ Approved ☐ Denied ☐ Tabled ☐ Accepted Report ☐ Other

Date of Action: 14 July 2026

Background

The Mississippi Water Management Organization (MWMO) prides itself on being a data-driven organization, utilizing best available information to target projects within the watershed, evaluating the success of outreach efforts, and investigating the performance of existing projects to inform future work. To fully function as a data-driven organization, MWMO needs systems in place to store, organize, and synthesize data, ensuring needed information can be fully integrated and leveraged to make decisions. MWMO has strong systems in place to manage water monitoring data (WISKI), geographic information systems information (ArcGIS), and Capital and Outreach projects information (MS4Front). However, MWMO has another long-term record of data that cannot be fully utilized: photos and videos.

Over its 40+ years, the MWMO has amassed a significant collection of photos and videos (digital assets). These assets serve multiple purposes, including:

- Historical record documentation
- Physical infrastructure and equipment management
- Construction project progress documentation

- Long-term project performance tracking
- Education and outreach efforts
- Public relations and brand identification

MWMO currently uses a single Flickr Pro account that holds over 75,000 photos and videos going back as far as 2008. In addition, network drive and archives hold well over 100,000 additional photos and videos, some of which are duplicative of what is in Flickr. These existing tools have outlived their usefulness, and a lack of a cohesive digital asset management (DAM) system is hampering employees' ability to do their jobs effectively and limiting MWMO's impact. The current system is not set up and operated in a way so that staff can easily find the assets they need for a specific purpose, such as finding the install date of a piece of equipment or advertising for a future outreach event. MWMO is currently unable to fully leverage its robust collection of photos and videos to demonstrate impact, track progress, and learn from past work.

To be able to fully leverage this rich dataset of photos and videos, MWMO would like to procure a modern DAM system that will allow the organization to fully leverage its digital resources through flexible file loading, streamlined user access, robust search, and flexible and powerful metadata management that ideally utilizes AI/machine learning to automate much of the process. This design and implementation effort would include a needs assessment to develop the requirements for a system that MWMO can use to fully activate its digital assets, recommendation of a system to best meet identified needs, migration into a new system, and development of an ongoing DAM plan so that the new system can be fully leveraged and kept up-to-date moving forward. Procurement of the software itself and any ongoing maintenance agreements will occur after a decision has been made on which system to purchase.

Staff are requesting a not-to-exceed amount of \$95,000 for professional digital asset management services to conduct the Digital Asset Management System Procurement and Implementation project.

Mississippi Watershed Management Organization

RESOLUTION 2026-018

A RESOLUTION APPROVING FUNDING FOR THE DIGITAL ASSET MANAGEMENT SYSTEM PROCUREMENT AND IMPLEMENTATION PROJECT

WHEREAS, the MWMO strives to use best available data to protect and improve water quality and habitat within its jurisdiction; and

WHEREAS, the MWMO has a robust historical dataset of ~200,000 photos and videos and will continue to add to the collection; and

WHEREAS, the MWMO digital asset dataset includes valuable information that can be leveraged to learn about past, present, and future conditions in the watershed; track project performance; and demonstrate the MWMO's value to the community; and

WHEREAS, The MWMO's current digital asset management system cannot meet the current and future needs of the organization to leverage this information; and

WHEREAS, the MWMO has sufficient Administrative funds available; and

WHEREAS, staff recommends the Board of Commissioners approves up to \$95,000 in Administrative funds to select and implement a modern digital asset management system that MWMO staff will be able to support and use to fully leverage existing and future photo and video information for maximum impact.

NOW THEREFORE BE IT RESOLVED, the MWMO Board of Commissioners approve up to \$95,000 in Administrative funds for professional services to complete the Digital Asset Management System Procurement and Implementation project and authorizes MWMO staff to take all necessary administrative actions to implement the resolution.

Adopted this the 14th of July 2026.

Review for the Board:

Connie Buesgens, Chair

Review for Administration: _____

Kevin Reich, Executive Director