



## SHAKER HEIGHTS

### **Communications and Marketing Committee Shaker Heights City Hall, Conference Room B**

1. Approval Of The September 20, 2018 Meeting Minutes

Documents:

[MIN092018 DRAFT.PDF](#)

2. Discussion Regarding Resident Attract And Retain Campaign

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SHAKER HEIGHTS

**Communications & Marketing Committee  
Thursday, September 20, 2018  
6:30 P.M.  
Stephanie Tubbs Jones Community Building**

Members Present: Earl Williams Jr., Chairperson, Council Member  
Bill Clawson, Citizen Member  
Marilyn Kahn, Citizen Member  
Courtney Ricchetti, Citizen Member

Others Present: Jeri Chaikin, Chief Administrative Officer  
Vicki Blank, Communications and Marketing Director

The meeting was called to order by Chairperson Earl Williams at 6:32 p.m.

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**Approval of the June 21, 2018 Meeting Minutes**

Chair Williams asked if there were any changes to the minutes of the June 21, 2018 meeting. Citizen Member Bill Clawson moved and Citizen Member Marilyn Kahn seconded approval of the minutes as submitted.

Minutes of the June 21, 2018 meeting were approved as submitted.

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**Public Relations/Marketing Contract Recommendation**

Communications and Marketing Director Vicki Blank stated that an RFP process was conducted a year ago to select a marketing firm to guide the strategic marketing campaign for the Van Aken District. The result was a contract with shark&minnow. That contract ends September 30. An interim contract is now in place, beginning October 1 through the end of the year, to continue public relations services and marketing communications, and to complete a refresh of the City logo.

A new two-year contract is recommended beginning January 1, 2019, for public relations and marketing services focused on attracting and retaining residents, one of the department's primary functions. Director Blank indicated that Mayor Weiss, who could not attend the meeting, had endorsed the idea of bringing efforts back to the broader mission of attracting and retaining residents.

The work of the department to conduct an economic development marketing campaign did not target attracting and retaining residents, although the City's focus on economic development certainly painted a picture of a progressive community, to which many were

attracted. The new two-year contract will establish marketing messages specific to this goal and that messaging can be carried forward into the second year and beyond.

The scope of work proposed by shark&minnow includes the possibility of needing additional marketing support for economic development, once a new economic development director is hired, as well as marketing support for other initiatives such as Moreland Rising. As such, language in the proposal provides for the possibility of adding a new scope of work for those efforts, at which time the contract would be amended and brought back through committees for Council approval.

The contract is for \$67,500 per year for a total of \$135,000. The previous contract was for \$79,560. The campaign to promote the Van Aken District was events-based and included funds for an events planner. The current contract does not, which accounts for the lower cost.

The Communications and Marketing Department requests that the Communications and Marketing Committee recommend approval of a two-year contract with shark&minnow in the amount of \$135,000 for the period January 1, 2019 through December 31, 2020. Upon recommendation, the contract will be presented to the Finance Committee for approval.

An inquiry was made regarding anticipation of coming back to the committee for additional funds. Director Blank indicated it was dependent upon what may happen in other departments.

Director Blank explained that the contract provides for a monthly retainer that includes all creative, branding, and design services, as well as public relations consulting. In response to a question regarding performance measures, she explained the difficulties inherent in measuring marketing impacts.

The committee briefly discussed the Shaker Heights housing market. Citizen Member Kahn, who is a realtor, indicated there is a high demand for homes in Shaker. Shaker provides options when it comes to education, with top-notch public schools as well as a choice of private schools. In addition, Shaker offers a diverse community.

Citizen Member Courtney Ricchetti moved to recommend the contract be approved by the Finance Committee, and Citizen Member Bill Clawson seconded the motion.

Committee members voted to recommend approval of the two-year contract with shark&minnow in the amount of \$135,000 for the period beginning January 1, 2019 and ending December 31, 2020.

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There being no further business, it was moved by Citizen Member Bill Clawson, and seconded by Citizen Member Courtney Ricchetti, that the meeting be adjourned. The meeting was adjourned at 6:50 p.m.

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Earl Williams Jr., Council Member, Chair  
Communications & Marketing Committee