



SHAKER HEIGHTS

Administration Committee Agenda Via Video Conference Tuesday, October 13, 2020 8:00 AM

For the safety of staff and residents, in-person attendance is not permitted. Join the Zoom meeting as a viewer or listener from a PC, Mac, iPad, iPhone or Android device. Join online at <https://zoom.us/j/96156479889?pwd=MEE1VUlyTDAwUDk0NUV0M2tJa0x3dz09>, Password: 33553400; Description: Administration Committee; or join by phone at 833-548-0282 (toll free); Webinar ID: 961 5647 9889, Password: 33553400. International numbers available at <https://zoom.us/u/ahwKbeuA>.

1. Approval of the September 8, 2020 meeting minutes

Documents:

[MIN090820 DRAFT.PDF](#)

2. Introduction of Communications and Marketing staff
3. 2020 Overview of the Shaker365 Marketing Campaign
4. Assessment of City's Network Firewall Cyber Security

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DRAFT

**Administration Committee
Tuesday, September 8, 2020
8:00 A.M.
Via Teleconference - Zoom**

Members Present: Carmella Williams, Chairperson, Council Member
Tres Roeder, Council Member
Rob Zimmerman, Council Member
Kim Bixenstine, Resident Member
Timeka Rashid, Resident Member
Brian Rosenfelt, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, CAO
Sandra Middleton, Human Resources Manager
Frank Miozzi, Information Technology Director
Julie Voyzey, Communications & Marketing Director

The meeting was called to order by Chairperson Carmella Williams at 8:15 a.m.

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Approval of the August 11, 2020 Meeting Minutes

Chair Williams asked if there were any changes or comments to the minutes of the August 11, 2020 meeting.

It was moved by Member Brian Rosenfelt and seconded by Member Kim Bixenstine that the minutes be approved as submitted.

Minutes of the August 11, 2020 meeting were approved as submitted.

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Recommendation for Award of Advertising Management Contract for Shaker Life Magazine

Communications and Marketing Director Julie McGovern Voyzey presented a request for approval recommending a personal services contract with John Moore and Associates for the ad management of Shaker Life magazine. The proposed contract would be for a three-year term, renewable for a fourth, in which Mr. Moore would earn a twenty percent commission based on net ad sales that are

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3400 Lee Road Shaker Heights, Ohio 44120 P 216.491.1400 F 216.491.1465 Ohio Relay Service 711
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been paid in full. John Moore has been the ad manager since 2005 and his current contract ends December 31, 2020.

A request for proposals was distributed, posted on the City's website and Facebook, and sent to the City's public relations firm Shark and Minnow for distribution through their network. Further, to locate other possible advertising managers, the department contacted Stephanie Silverman of Teen Magazine and Jen Proe, a freelance writer working for several magazines, and searched LinkedIn. However, John Moore was the only proposal submitted.

John Moore brings a deep understanding of the editorial goals of Shaker Life and is able to bring in advertisers that fit with the magazine content. He has significant experience in magazine ad sales with over 35 years in the industry. He has been a dedicated Shaker Life team member, collaborating to achieve attract and retain goals of the magazine and City. He recently agreed to reduce his ad sales rate for the Shop Shaker section in the spring issue to give our smallest businesses the opportunity to advertise. In addition, he was able to keep ad sales above yearly projections even through the pandemic. 2020 ad sales were projected at \$175,000, but will actually be approximately \$179,000.

In response to an inquiry regarding the current financial arrangement versus the new contract, Director Voyzey stated it remains the same twenty percent commission, which has been the rate for a number of years. She added with optional fourth year this rate will remain for the next four years. Additionally, there are almost no other independent ad managers as large publishing companies such as Great Lakes Publishing, control all aspects of a magazine including the content, graphic design, layout and ad management.

The committee discussed the distribution of the RFQ and the issues there are very few people that perform the type of ad management required by the City. The department took steps to locate other ad managers through research and other contacts. The industry has changed significantly over the years and there just are not very many independently published magazines anymore. The department would like to find others that do this type of work, as John Moore may decide to retire at some point. Any future ad rep would need to be local to establish relationships with businesses.

It was suggested the City reach out to other organizations such as the NAACP or Urban League as they may have connections within their networks. Director Voyzey indicates it is something that can be looked at including building the bench of photographers and writers as the department is always looking for MBE and WBE contractors and vendors and is open to suggestions.

It was moved by Council Member Rob Zimmerman and seconded by Resident Member Kim Bixenstine that the Committee recommend approval of the advertising management contract with John H. Moore and Associates for the advertising management of Shaker Life magazine, paying a twenty percent commission for a three-year term, renewable for a fourth, at the City's discretion

The committee unanimously recommended the approval and the item will be presented to the Finance Committee.

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Other Business

In response to an inquiry asking for an update on previous Human Resource items before the committee, Human Resources Manager Sandra Middleton, stated Council approved the new policy for maternity and paternity leave and the department is in the process of drafting the policy, which will be presented to employees. With respect to the vacation accrual policy, the department is reviewing personnel files of about 30 employees identified as having relative experience when hired.

Chair Carmella Williams reminded committee members to let her know of any topics they would like the committee to discuss.

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There being no further business, the meeting was adjourned at 8:31 a.m.

Carmella Williams, Council Member, Chair
Administration Committee