



DRAFT

Communications & Marketing Committee

Thursday, June 20, 2019

6:30 P.M.

Shaker Heights City Hall, Conference Room B

Members Present: Earl Williams Jr., Chairperson, Council Member
Anne E. Williams, Council Member
Bill Clawson, Resident Member
Marilyn Kahn, Resident Member
Timeka Rashid, Resident Member
Courtney Ricchetti, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, Chief Administrative Officer
Kristen Miller, School Representative
Julie McGovern Voyzey, 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 February 14, 2019 Meeting Minutes

Chair Williams asked if there were any changes to the minutes of the February, 2019 meeting. It was moved and seconded to approve the minutes as submitted.

Minutes of the February 14, 2019 meeting were approved as submitted.

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Approval of Amendment to shark&minnow contract for 2019-2020

Communications and Marketing Director Julie Voyzey presented a request for an additional amendment to the personal services contract with shark&minnow. The original contract, in the amount of \$135,000, effective January 2019 to December 2020, is currently underway. There was a previous amendment, presented at the last meeting, in the amount of \$30,000 budgeted through Neighborhood Revitalization for marketing the Moreland Infill Housing. This is a second amendment for \$39,567 to develop new strategic photo and video assets for use in the Shaker365 marketing campaign.

Director Voyzey indicated that to date, roll out of the City's brand identity and logo is complete with updated letterhead, envelopes and two-sided business cards as well as a refresh to the magazine with the incorporation of the new brand. The design and launch of the Shaker365 attract and retain campaign is well underway. The campaign builds on the idea that every day in Shaker there is something to delight and dazzle in, and invites those considering a move to learn more and ultimately chose Shaker.

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The director presented the contract amendment for the creation of a brand video. Creating a new brand video would enhance the campaign and provide a rich visual representation of the City. The video would live on the website with segments appearing on social media. Statistics show the impact of video and content featuring faces/people on social media expands the reach of the post and builds greater brand awareness. In order for the City to really remain relevant and achieve its attract and retain, and marketing goals, the City has to keep up with the rapidly changing social media landscape by including video.

Funding the contract amendment would allow C&M to produce a documentary style brand video that highlights the community and the factors that motivate moving to and remaining in Shaker, which is the heart of the attract and retain campaign. It would run three to five minutes in length. The project would also generate photo assets for use in the magazine and on the website as a photographer would work alongside the videographer. Shorter video vignettes would also be created for use on social media. The director showed two videos, one from Memorial Day and one featuring Fire Department mechanic Chuck Bates, as examples of the type of video vignettes that would be created. The director noted where the video links could be found on the website and after listening to input from Committee members, offered to place links on additional website pages to make it as easy as possible to locate the videos.

The Committee also discussed how Shaker will be represented in the brand video and noted that the Memorial Day video is a great representation of the community and diversity of Shaker. The Committee emphasized the importance of showing diversity and what Shaker is all about. It was suggested by a member that the City even hang banners promoting the City and showing its pride as you drive into Shaker.

Chair Williams asked for a motion to recommend the amended contract be funded in the amount of \$204,557 through the period of January 1, 2019 through December 31, 2020 and advancement to the Finance Committee for approval. Resident Member Bill Clawson moved and Resident Member Courtney Ricchetti seconded recommendation for approval of the amendment to the contract with shark&minnow and advancement to the Finance committee.

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Presentation of *Shaker Life* Operating and Editorial Consulting Services Contract Recommendation

Communications and Marketing Director Julie Voyzey stated this request is for a three-year personal services contract with Rory O'Connor in the amount of \$60,000 per year for Operating and Editorial Consulting Services (aka Editor) for *Shaker Life* magazine for the period beginning January 1, 2020 through December 31, 2022.

Shaker Life magazine is a complex operation with City staff serving as publisher and writers and overseeing contracts for an editor, a design team, an advertising team, freelance writers, freelance photographers, a proofreader and a printer. Shaker resident Rory O'Connor is the current editor and has been for many years. His three-year contract expires at the end of 2019. The department prepared a request for qualifications (RFQ) which was distributed May 6. Two submissions were received from Shaker residents by the May 31 deadline: one from Rory O'Connor in the amount of \$60,000 per year and one from Kristan Schiller in the amount of \$65,000 for the year. While Ms. Schiller has an extensive

resume of global travel writing experience, it was decided her experience was too narrow. Therefore, the department would like to contract with Rory O'Connor as the best qualified person for the position.

Rory has extensive experience and has proven to be a valuable partner in his many years as editor. He understands the power of using the magazine as a vehicle to retain current residents and attract prospective residents. Under his direction, several new series have been launched including Great Shaker Homes which features the City's beautiful houses, but also leverages housing contractor advertising for the magazine. In addition, he developed the Work-Live series to support the goals of Economic Development Department. Most recently he began a new series called Brilliant Careers which focuses on residents who have had unusual career paths and success in their given field. Rory also is responsible for the addition of an ad manager to the magazine team, which significantly grew the ad sales thereby reducing the magazine's subsidy. Rory understands developing editorial content that attracts advertising dollars. For all those reasons and because he makes the whole operation run like a well-oiled machine, C&M would like to enter into a new three-year contract.

Resident Member Bill Clawson moved and Resident Member Timeka Rashid seconded a recommendation for approval and advancement to the Finance committee, a three-year contract with Rory O'Connor for the Operating and Editorial Consulting Services for *Shaker Life* magazine, in the amount of \$60,000 per year. Committee members voted for approval.

Other

Chair Williams asked for any comments. Members welcomed the new director and further discussed the Shaker365 campaign.

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There being no further business, the meeting be adjourned at 7:00 p.m.

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