



SHAKER HEIGHTS

**Communications & Marketing Committee
Thursday, August 10, 2017
6:30 P.M.
City Hall Conference Room B**

Members Present: Earl Williams Jr., Chairperson, Council Member
Sean Malone, Council Member
Anne Williams, Council Member
Jeremy Bendik-Keymer, Citizen Member

Others Present: Vicki Blank, Communications & Marketing Director

The meeting was called to order by Chairperson Earl Williams at 6:40 p.m.

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Approval of the August 11, 2016 Meeting Minutes

Chair Williams asked if there were any changes to the minutes of August 11, 2016. It was moved by Council Member Anne Williams and seconded by Council Member Sean Malone that the minutes be approved as submitted.

Minutes of the August 11, 2016 meeting were approved as submitted.

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Recommendation for Award of Advertising Management for *Shaker Life Magazine*

Communications and Marketing Director Vicki Blank presented the recommendation for a personal services contract for advertising manager for Shaker Life magazine. She indicated that John H. Moore & Associates, which has served as advertising management for a series of contracts going back 13 years, is the recommended consultant.

Director Blank reported that Moore's proposal was the only one received, in spite of distribution to other known sales personnel and organizations and posting on the City's website and Facebook page. The Committee expressed concern about the lack of other proposals, a concern the Communications and Marketing staff shares. Moore's reputation is a strength to the magazine, and Blank suggested that his longtime affiliation with the City's publication may be well known in a small advertising sales community.

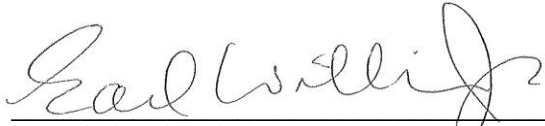
In the absence of further discussion regarding the proposed contract, Council Member Anne Williams moved, and Council Member Sean Malone seconded a motion that the

committee support the department's recommendation to enter into a personal services contract with John H. Moore and Associates for advertising management of Shaker Life magazine for a one-year renewable term, up to three years, at the City's discretion and beginning January 2018, coinciding with ad sales for the spring 2018 issue.

The vote to support the recommendation was unanimous and the proposal will be presented to the Finance Committee on August 21.

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



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