

Iona McGregor Fire District Board of Fire Commissioners Minutes

May 12, 2010 – Special Meeting

6PM

Meeting called to order 6:04p.m.

Pledge of Allegiance and Opening Prayer

Roll Call – Five Commission members present and appropriate staff

Agenda Items Requiring Action

- 1) Professional Services – Fire Fee Assessment
- 2)

Adoption of Agenda

Motion (4599) to adopt agenda made by Commissioner Dorsett seconded by Commissioner Brown... passed.

Public Comment on Agenda Items - none

Attorney Report –

The request for proposal/qualifications for professional services related to representation of District in Marketing/providing public education information relating to fire fee assessment. We have received three responsive responses, per Attorney Pringle. They have provided fees and only one provided guaranteed maximum pricing as per the request. As such, all can be considered by the Board. Process for Board to possibly consider is presented in the RFQ packet and that respondents were notified that presentations may be accepted along with questions by the Board. Board may make selection at this meeting, rank at this meeting, or reject all respondents at this meeting, or hold decision.

Unfinished Business –

New Business

- 1) Professional Services – Fire Fee Assessment

Chair recommends that we allow all respondents ten minutes for a presentation. Those respondents not presenting may wish to leave during the other presentations. Alphabetically, Briggs will be first. Attorney Pringle added guidance to Commission regarding the selection process.

Carolyn Rogers and Marilyn Briggs with **Briggs & Rogers** began the presentation with a review of objectives and strategies through a PowerPoint presentation. Both are certified Public Relations officers. Briggs & Rogers fee structure is \$150.00 for professional time and \$60 for administrative time. Estimate would be approximately 30 professional hours and 10 administrative hours.

Commissioner Brown asked about the t-shirts, paid advertisements, signs, etc... are these expenses in addition to the fees? Yes, this would be determined after deciding what expenditures were better effective and with approval prior.

Next presenter **Gravina Smith Matte & Arnold**. Laura Gravina and Sharon Arnold reviewed the samples included in the proposal. Examples of their previous public relations actions were discussed along with the results. The proposal was not reviewed as they felt that the Board had

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previously reviewed the material. No maximum was proposed due to not knowing what the plan would be and would prefer to give accurate cost through negotiation. They both live within the district. No questions from board at this time.

Terry Hansen, president and Chris Hansen, vice-president of **Priority Marketing** were final presenter. They briefly discussed their organization which is located in our district. Much experience working with Public entities, government agencies. No outsourcing is done by Priority Marketing it is all handled in-house. With only sixty days, District needs aggressive program to get the message out in such a short time, per Terry. First thing needed is education of the citizens on the program and then encourage voter turnout. Priority Marketing will not solicit favorable vote in the campaign. Fifty percent of the voter turnout in District is absentee ballot during the last election. Need to focus on this aspect. Need integrated program to gain acceptance of the voters. Not to exceed price includes printing, mailing, and professional fees. If program is too much, various components can be edited or removed to suit the needs of District.

Chairman asked if \$31,000 not to exceed does not include the additional services below the line. Terry affirmed that those items below the line would be additional. Encourage to utilize the email addresses that can be found with the elections office. Mrs. Hansen added that it is a much quicker and economical way of communication.

DC Jorgensen questioned that is there a brief program to capture the 50% absentee turnout? Terry stated that direct mail program and direct email are best strategies for locating the out-of-town voter. Mr. Hansen added that the foundational educational piece will be transferrable throughout all media.

At the conclusion of the third presentation, all representatives returned for continuation of Board meeting.

Chairman Lees reiterated the instructions of Attorney Pringle. Recommends that since Board meets next Tuesday, would like to think about and go through proposals and revisit next week. It was so agreed by Board to hold until next Tuesday's regular meeting.

2)

Public Comment – non agenda items – none

Commissioner Comments – none

Adjournment

Motion to adjourn meeting made by Commissioner Brown and seconded by Commissioner Barbosa... passed unanimously.

Meeting adjourned at 7:05p.m.