THE URBAN RENEWAL AGENCY OF THE CITY OF TWIN FALLS

Date: May 9, 2011

To: Urban Renewal Agency of the City of Twin Falls

From: Melinda Anderson, URA Executive Director

Request:

Review and consideration to approve a 6-month extension with Tracy Consulting/MSVM for communications assistance at the same fee of $1,450 per month plus pre-approved expenses.

Background:

Tracy Consulting and MSVM were hired September 2010 for 9 months to provide the Agency with assistance on communication and the C3 grand opening. In addition, Mike Tracy and Rick Magnuson provided communications training for the board and staff. Mike and Rick met with the subcommittee earlier this year to review progress on the agreement and to tighten up deliverables.

Mike has provided news releases for actions approved by the board as well as for any activity that occurred that involved the Agency. Mike and Melinda have worked closely and Mike and Rick have helped Melinda improve her communications delivery as well as understand better how to provide her with a clearer understanding of media needs to ensure they get the best information as quickly as possible. Currently the media are a big part of our message delivery though Melinda now also sends out monthly updates to various service clubs and other groups around Twin Falls.

As the Agency has part-time staff, the board hires both time and talent such as Tracy Consulting & MSVM to help us implement our strategy. Improving and maintaining regular communications with our constituents is part of our 5-year strategic plan.

Approval Process:

A majority vote of a quorum of the Agency board in open meeting.

Budget Impact:

The funds are available for this $8,700 commitment.

Regulatory Impact:

None at this time.

Conclusion:

Staff and the communications subcommittee recommend the board approve this request.

Attachments:

1. Extension agreement

MSVM & Tracy Consulting Contract Extension

June –November 2011

1. Evaluate continued opportunities for press from progress made by Brix over the balance of the year. As Mark makes recommendations or decisions are made by the board to proceed with his recommendations we can push these out as news stories. We won't have to wait for board meetings, but they will be natural time for stories to come out when items are approved.

2. Continue the work with the Times News and other media outlets in the Magic Valley to continue to build positive relationships with their reporters and editors. Report any meetings or contacts to Melinda and the Board for discussion or action.

3. Evaluate opportunities for press on other projects and decisions made by the TFURA Board on a monthly basis. It will be important to evaluate the board items in advance to see if there are areas of concern or where the best story opportunities are on the agenda.

4. Continue to look for opportunities with C3 for additional employee stories and other feature stories of interest to the press. We can work with Alicia and other members of the C3 management team to identify stories that can tie to the TFURA efforts such as the one year anniversary.

5. Continue to monitor and advise the distribution of material through other outlets like the Chamber of Commerce and other organizations.

6. Create any background pieces or fact sheets necessary for any upcoming events scheduled by the TFURA or new project put forth by Brix and Co.

7. Write columns on an as needed basis. Specifically, these would be responses to editorials or stories that might be critical of the TFURA. Or there may be an opportunity for a guest column when we want to address a substantial new policy decision by the board.

8. Respond to media calls and contacts from the TFURA staff and board in a timely fashion.

Budget

MSVMTracy will continue to offer the TFURA these services at the same monthly rate, $1,450.00 as per the previous contract. Services requested beyond the above will be estimated for client approval prior to initiation of any work. In addition, any travel and related expenses deemed necessary in servicing the client (meals, mileage, hotel, etc) will be invoiced at their net costs. Any expenses above the monthly rate will be pre-approved.

Accepted:

Gary Garland, TFURA

_____

Date_____

Mike Tracy, Tracy Communications

_____ Date_____

Rick Magnuson, MSVM Group

_____ Date_____

©2011 MSVM Group/Tracy Communications