

VILLAGE OF HOMEWOOD



BOARD AGENDA MEMORANDUM

DATE OF MEETING: September 27, 2022

To: Village President and Board of Trustees

From: Napoleon Haney, Village Manager

Topic: Consultant Agreement for Rachael Jones - Marketing Consultant for the Village of Homewood

PURPOSE

Homewood desires to increase its marketing efforts. A consultant is needed to develop and implement innovative, comprehensive, and cost-effective marketing initiatives for the Village of Homewood.

PROCESS

The Village identified Rachael Jones as the person suited to accomplish this work. Rachael is tasked with developing and implementing marketing initiatives to engage, educate, and positively influence residents, businesses, and visitors. She will also develop and implement strategies to ensure that Homewood is consistently and positively represented in local, area and regional media, including digital, print, radio, television, trade magazines, news articles, and publications.

OUTCOME

Authorize the Village Manager to engage Rachael Jones in a consultant agreement. Rachael Jones will be paid \$4,250.00 per month. Jones will invoice the Village monthly and shall track her time and provide a detailed breakdown of her services for the previous month with each invoice. The Agreement will run from October 1, 2022 through April 30, 2023 and thereafter will automatically renew month-to-month. Because these services were not included in the current FY2022-2023 budget, a budget amendment is required.

FINANCIAL IMPACT

Annual Agreement Cost: \$34,000

Budgeted Amount: \$0

Budget Amendment: \$34,000

LEGAL REVIEW

Completed

VILLAGE OF HOMEWOOD



RECOMMENDED BOARD ACTION

Approve a budget amendment in the amount of \$34,000; and, authorize the Village Manager to engage Rachael Jones of Grant Park, IL in a Consultant Service Agreement to provide marketing services to the Village of Homewood for an amount not to exceed \$4,250 per month from October 1, 2022 to April 30, 2023.

ATTACHMENT(S)

- Consultant Service Agreement