



Meeting Date: June 27, 2024 **Agenda Type:** Consent Items for Action

From: Laura Rivers **Reviewed by:** Laura Rivers
Chief of Staff Chief of Staff

Submitted by: Laura Rivers **Approved by:** Ryan Kelso
Chief of Staff Chief Executive Officer

RECOMMENDED ACTION: Authorize CEO or His Designee to Negotiate and Execute a Professional Services Agreement with Public Relations Advertising Company dba Vladimir Jones for Communication and Marketing Support Services

BACKGROUND

On December 7, 2023, NBU and Public Relations Advertising Company dba Vladimir Jones (the “Professional”) entered into a Professional Services Agreement (the “Agreement”) for all labor, material, and equipment necessary to provide (i) a three-year strategic communication and marketing plan to be completed within 90 days after the effective date, and (ii) account management, public relations services, crisis communication, digital/media services, creative services, and strategic insight services to be provided on an hourly basis within one year after the effective date (the “Services”);

Working with the Professional, NBU has created a three-year communication plan that focuses on humanizing NBU’s communication to its customers by implementing industry best practices such as the PESO Model.

In order to engage a consultant to assist with rebuilding NBU’s brand, a request for proposals (“RFP”) was issued on May 24, 2024, and in response, received nine (9) proposals to the RFP. NBU staff evaluated the proposals and selected Public Relations Advertising Company dba Vladimir Jones (“the Professional”) as the consultant, considering the relative importance of price and the other evaluation factors included in the RFP.

The Professional will assist with rebuilding NBU’s brand by following the brand dimensions in the three-year marketing and communication plan, which will expand and enhance customer and stakeholder understanding of NBU's value to the community and improve communication with customers and employees. NBU is engaging the Professional to consult and assist with strategic communication and provide marketing support services to effectively engage customers and implement best practices to disseminate information proactively to improve customer and employee communications.

NBU staff recommends that the NBU Board approve a Professional Services Agreement with Public Relations Advertising Company dba Vladimir Jones. This agreement is being presented to the Board because the total amount of the agreement exceeds \$250,000.

FINANCIAL IMPACT

The total financial impact of the Agreement with Public Relations Advertising Company dba Vladimir Jones is not to exceed \$1,300,000.00 per year and not to exceed \$6,500,000.00 for the term of the Contract.

LINK TO STRATEGIC PLAN

Customers and Community

People and Culture

Stewardship

EXHIBITS

1. Professional Services Agreement with Public Relations Advertising Company Dba Vladimir Jones