



Meeting Date: January 29, 2026

Agenda Type: Consent Items for Action

From: Reagan Peña
Director of Enterprise
Communications

Reviewed by: Ragan Dickens
Chief Communications Officer

Submitted by: Ragan Dickens
Chief Communications
Officer

Approved by: Ryan Kelso
Chief Executive Officer

RECOMMENDED ACTION: Authorize the CEO or His Designee to Negotiate and Execute a Professional Services Agreement with F. Guerra DeBerry, LLC, d/b/a GDC Marketing and Ideation for Public Relations and Creative Services

BACKGROUND

This Professional Services Agreement (the “Agreement”) is made and entered into by and between New Braunfels Utilities, a Texas municipally owned utility (“NBU”), and F. Guerra DeBerry, LLC, DBA GDC Marketing and Ideation, a Texas company (the “Professional”).

In September 2025, NBU issued a Request for Proposals for Advertising/Public Relations Agency services and received nine (9) proposals in response that were evaluated based on (i) Strategic Approach and Understanding; (ii) Creative Capabilities and Innovation; (iii) Relevant Experience and Qualifications; (iv) Public Relations Expertise; and (v) Pricing. Staff met in October to evaluate the proposals and selected F. Guerra DeBerry, LLC, DBA GDC Marketing.

Under this agreement, the Professional will provide as-needed public relations and creative services to support New Braunfels Utilities’ customer and community communications. The work will focus on developing clear, accessible messaging and visual materials that promote transparency, build trust, and help customers better understand utility services, rates, infrastructure investments, water conservation programs, and assistance initiatives.

The Agreement with F. Guerra DeBerry, LLC, DBA GDC Marketing and Ideation has a term of one (1) year with up to four (4) additional one-year terms.

NBU staff requests that the Board of Trustees approve the Agreement with F. Guerra DeBerry, LLC, DBA GDC Marketing and Ideation, for the Services.

FINANCIAL IMPACT

The total financial impact for the Agreement has a total not-to-exceed amount of up to \$200,000.00 annually, and a not-to-exceed amount of \$1,000,000.00 for the duration of the Agreement. These funds are currently budgeted within the Fiscal Year 2026 through Fiscal Year 2030 Enterprise Communications Operations & Maintenance budget.

LINK TO STRATEGIC PLAN

Customers and Community

People and Culture

Stewardship

EXHIBITS

1. Professional Services Agreement with F. Guerra DeBerry, LLC, DBA GDC Marketing and Ideation
2. Evaluation Matrix