



COMMUNICATIONS & COMMUNITY ENGAGEMENT

To: Mayor and Town Council
From: Robyn Battle, Executive Director
Through: Mario Canizares, Town Manager
Re: Communications Planning & Services

Town Council Meeting – September 26, 2023

Strategic Visioning Priority: 4. Provide Excellent Municipal Services

Agenda Item:

Consider and act upon approving a Services Agreement with Gray Reed Advisory Services, LLC, d/b/a GRPR, for Strategic Communications Planning and Crisis Communications Services, and authorize the Town Manager to execute the same.

Description of Agenda Item:

GRPR supports the current Communications staff by providing the Town with crisis communication consulting services, media training, and on-call media relations services as needed. The firm has demonstrated a high level of responsiveness and has established a positive relationship with Town staff and officials.

The proposed Services Agreement will provide for continued services from October 1, 2023, through September 30, 2024, with an option for annual renewal.

Budget Impact:

The cost of services is \$5,000 per month (\$60,000 annually). Funding is available in the Communications Professional Services account 100-5410-10-06.

Legal Obligations and Review:

Terrence Welch of Brown & Hofmeister, L.L.P., has approved the attached Services Agreement as to form and legality.

Attached Documents:

1. GRPR Services Agreement

Town Staff Recommendation:

Town Staff recommends Council approve the Services Agreement with Gray Reed Advisory Services, LLC, d/b/a GRPR, for Strategic Communications Planning and Crisis Communications Services, and authorize the Town Manager to execute the same.

Proposed Motion:

I move to approve the Services Agreement with Gray Reed Advisory Services, LLC, d/b/a GRPR, for Strategic Communications Planning and Crisis Communications Services, and authorize the Town Manager to execute the same.