



COMMUNICATIONS

To: Mayor and Town Council

From: Robyn Battle, Executive Director of Community Services

Through: Ron K. Patterson, Interim Town Manager

Re: Crisis Communications Services

Town Council Meeting – September 27, 2022

Agenda Item:

Consider and act upon approving a Services Agreement with Strategies 360, Inc., for Strategic Communications Planning and Crisis Communications Services, and authorizing the Interim Town Manager to execute the same.

Description of Agenda Item:

The Town engaged Strategies 360, Inc., for Crisis Communications Services in May 2022 for an initial term of five months. The proposed Services Agreement will provide for continued services from October 1, 2022, through September 30, 2023, with an option to renew annually.

Strategies 360 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.

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 or Non-Departmental Contracted Services 100-5480-10-99.

Legal Obligations and Review:

Terrence Welch of Brown & Hofmeister, L.L.P., has reviewed the proposed agreement as to form and legality.

Attached Documents:

1. Services Agreement

Town Staff Recommendation:

Town staff recommends the Town Council approve a Services Agreement with Strategies 360, Inc., for Strategic Communications Planning and Crisis Communications Services, and authorizing the Interim Town Manager to execute the same.

Proposed Motion:

I move to approve a Services Agreement with Strategies 360, Inc., for Strategic Communications Planning and Crisis Communications Services, and authorize the Interim Town Manager to execute the same.