



MEMO

TO: Mayor and Council

FROM: Ken Cassel, City Manager

DATE: August 24, 2020

RE: S. A. Nelson and Associates LLC Contract

I am recommending the approval of the contract agreement between the City and S. A. Nelson and Associates LLC for public relation services on an as need basis based upon individual work authorizations.

This contract is being brought before the Council for approval as the possibility for the work needed may exceed the City Manager's spending authority but not exceed the level in State purchasing statutes that would require a formal request for proposals.

Since the perceived and potential needs for public relations are in flux, it is necessary to have flexibility in disseminating the message. This will allow us to tailor the message to changing events on the ground while evaluating the vendor as well as how much public relations the City needs.

I have settled on utilizing the S.A. Nelson group after interviewing four firms over the past year and a half. Based on those interviews, I determined to try this group first as they appeared to have the appropriate insight to what the City will need.

As we progress through this year, I will continue to evaluate the firm and plan for future public relations messages in the future.

Over the next year or so I fully expect we will have to do a formal contract process in accordance with the applicable statutes for a larger public relations push.