



City Council Agenda Item Coversheet

Proposed Motion:

Move to engage Ted Gartner for an initial period of three months to assist with Public Relations/Information efforts for the City of Woodcreek with fees not to exceed \$3,000 funded from the Salaries budget.

Item Description:

Being understaffed, the city has had issues keeping up with communications demands. Even when fully staffed, communications could be improved.

Ted Gartner has a history of success in marketing and communication, having served Assistant VP of Strategic Communications & Marketing at Trinity University in San Antonio. Prior to that position, Mr. Gartner led Corporate Communication for Garmin International (GPS systems). Most recently, having moved to the area, he was communications director for the City of Wimberley's Solar Eclipse programming and is working with KWHV radio on their weekly newsletter and other public information.

The goal is to get Mr. Gartner's assistance with a communications campaign around the success of the past year(s), future plans, launch of the city website, encouraging people to set up their accounts of the website, and help with a communications/marketing calendar.

If proposing to spend money, what amount and from what budget line item?

Mr. Gartner would be brought on as an independent contractor with fees not to exceed \$3,000 for a three-month period. Funds to be allocated from salaries (unspent City Secretary funds).