

Lessard-Sams Outdoor Heritage Council

MEMO: Agenda Item #5
DATE: November 15, 2018
SUBJECT: **Action:** Communications Plan Information and Discussion
Sandy Smith, Project Analyst Manager

Background

Early in the OHF appropriations process, a Strategic Communication Plan was developed and approved by the Council in August 2011.

At the June 28, 2018 Council meeting, members brought forth the idea of communications and telling the story of the Outdoor Heritage Fund accomplishments.

August 3 Council meeting – members approved a PT Temporary position for Communication Outreach

Month of August – staff wrote and distributed the job description and met with staff from DNR and BWSR and LCC to gain feedback and insight/suggestions

September 7 – staff brought back to the Council the idea of an RFP per feedback received and concurred with LCC and thought it would be best to hire a professional to set up a repeatable communication and reporting process for an intern or PT employee to execute, rather than have the intern design from scratch.

Month of September – staff worked on RFP and sent for publication in the State Register at the end of month

October 1 – RFP was published in State Register, notices also went out to Outdoor Writers Association of America (OWAA), Association of Great Lake Outdoor Writers (AGLOW), and Professional Outdoor Media Association (POMA)

October 22 - Deadline for receipt of RFP - Staff received 6 responses, reviewed responses and interviewed 4 firms. The proposals ranged from \$40,000 – \$115,000. Staff recommends “firm #1” as they clearly seemed to understand the focus of reporting the objectives of the OHF as outlined in the Constitutional amendment and the specific and regional target of those accomplishments.

If the Council wants to move forward with communications and outreach, staff recommends contracting with “firm #1”** for a contract not to exceed \$80,000.

***The name of the firm is non-public per MS 13.591, subd 3.*

Motion

Motion by Councilmember XX directing staff to engage in a contract with “firm #1” to set up the process for Communication Outreach Process Development and Implementation for a contract not to exceed \$80,000. No motion would be to not engage with a firm for the Communication process.