

Lakeview SSA 27

Neighborhood PR Task Force Meeting

December 6, 2018, 8:30 AM

Lakeview Chamber of Commerce, 1409 W. Addison St., Chicago, IL 60613

Present: Matt Lederer, Terese McDonald, Luis Monje, Doug Zylstra

Staff: Lee Crandell, Dillon Goodson

Guests: Chris Comes, Liz Kores, Jenn Lake, Molly Mara, Lisa Ripson

Call to Order

Terese McDonald called the meeting to order at 8:34 AM.

Public Comment

There was no public comment.

Guest Presentations: 2019-20 Neighborhood Public Relations Services

Commissioners reviewed the goals outlined in the SSA's RFP for Neighborhood Public Relations Services and noted that a total of six firms submitted proposals, while three firms were invited to interview based on the Commission's prior review of all proposals. They discussed that the purpose of the meeting was to form a recommendation about the SSA's neighborhood public relations and marketing approach going forward and that each firm would have approximately 15 minutes to present and take questions.

Commissioners commented that they would be open to exploring alternatives to hiring a traditional PR firm, and that they would like to see more of a local focus to uncover hidden stories about Lakeview.

Commissioners then heard presentations from the following firms:

- Zapwater Communications
- Ripson Communications
- Liz Kores PR

Proposal Review & Recommendations

Commissioners recapped the presentations and shared their feedback on which firms they thought would be the best fit for the SSA. At the Commission's request, Lee Crandell also presented an overview of an alternate approach that would see the SSA shifting the PR contract in-house rather than using an outside PR firm, leveraging additional funding to develop a marketing campaign with a more robust advertising budget. Commissioners felt that an outside firm might be able to achieve better results with stronger media contacts and more resources for following up with press, but the Commission indicated that they would like to see more of a presence from the outside PR firm at future Commission meetings, including ongoing measures to ensure accountability. Commissioners concluded by discussing the advantages and disadvantages of the all of the firms. Terese McDonald motioned to proceed to a vote, seconded by Matt Lederer; motion carries, with three Commissioners voting to recommend Ripson Communications and one Commissioner voting to recommend Zapwater Communications. Terese said that she'd share this recommendation with the SSA Commission at its December meeting.

Adjourn

Terese McDonald motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 10:28 AM.