

CLEVELAND PUBLIC LIBRARY

Finance Committee

May 17, 2016

**RESOLUTION AUTHORIZING A NEW CONTRACT WITH STRATEGY DESIGN
PARTNERS LLC**

WHEREAS, In January of 2011, the Board of Trustees of the Cleveland Public Library entered into an agreement with Strategy Design Partners, LLC (“Agreement”) for the purpose of providing marketing and communications services and to supplement the Library’s Marketing & Communications Office; and

WHEREAS, Two amendments to the Agreement were approved by this Board in 2012 at the cost of \$4,000 per month through June 30, 2013. On June 20, 2013, this Board approved a third amendment to the Agreement to extend the term through December 31, 2013 at the cost of \$8,000 per month; on December 19, 2013 this Board approved a fourth amendment to the Agreement for an additional six (6) month period commencing January 1, 2014, through June 30, 2014 at the cost of \$4,000 per month, and on June 19, 2014 this Board approved a fifth amendment extending the Agreement through December 31, 2014; and

WHEREAS, At the November 18, 2014 Finance Committee meeting, the Library’s Leadership recommended that the Library continue to engage Strategy Design Partners, LLC (“SDP”) to assist the Library with social media communications and marketing on a month-to-month basis commencing January 1, 2015 at the cost of \$4,000 per month. In addition, the Director requested to include crisis management services in the scope of services provided by SDP on an as-needed basis, at the rate of \$ 150.00 per hour, at a cost not to exceed \$10,000. On November 20, 2014, this Board approved a sixth amendment to the Agreement based on these recommendations; and

WHEREAS, The Library’s Director of Marketing & Communications unexpectedly resigned, effective May 6, 2016, leaving the Library without a designated manager to handle media relations, advertising, website and e-newsletter content, story cultivation, and strategy development; and

EXHIBIT 7

WHEREAS, Strategy Design Partners, LLC is able to expand the scope of services that they provide to the Library, as detailed in the attached proposal, to help fill the void in the Marketing & Communications Office until a new administrator is hired; now therefore be it

RESOLVED, That the Executive Director, CEO, or his designee, is authorized to enter into a new agreement with Strategy Design Partners, LLC for media relations, crisis communications, advertising, vendor collaboration, story cultivation, website content, social media, e-newsletters, and strategy development and execution commencing on May 20, 2016, through September 20, 2016, at the rate of \$8,000 per month. The expenditures shall be charged to the General Fund Account 11610053-53710 (Professional Services), and such agreement shall be subject to review and approval of the Chief Legal Officer.

April 28, 2016

Mr. Felton Thomas, Director
Cleveland Public Library
325 Superior Avenue
Cleveland, OH 44114

Dear Director Thomas:

SDP has enjoyed working with Cleveland Public Library (CPL) over the last several years and is excited about continuing to work with you and the CPL team.

I. SCOPE

SDP would provide the following services to CPL over the next four months:

- **Media Relations:** SDP will continue providing media relations, including story placement, media strategy, crisis communications, and positioning CPL and the Director before print, electronic, and digital media audiences. Upon request, SDP will act as the spokesperson for the Library in responding to media inquiries.
- **Advertising:** SDP will serve as the lead contact for current advertising and sponsorship contracts for CPL, working with CPL staff to ensure ads are placed and content is written, while providing guidance on ad buys and relationships.
- **Vendor Collaboration:** SDP will work with CPL vendors such as web developers, other marketing firms, etc., to help execute marketing strategies that support CPL's work, including coordinating with Shark & Minnow in their development of The People's University and their marketing of the America's Civic Square event in July.
- **Story Cultivation:** SDP will help identify potential success stories that CPL can highlight and how to package them using various select marketing and communications vehicles.
- **Website Content:** SDP will work with the CPL web developer and staff to update the CPL website and maximize its effectiveness and drive traffic to cpl.org.
- **Social Media:** SDP will continue to provide the strategy and execution for CPL's social media accounts including Twitter, Facebook, and Pinterest. SDP will offer

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consultation on CPL Youth Service's Instagram and Snapchat accounts. SDP will accommodate Shark & Minnow's requests for use of CPL's social media accounts in connection with their work on The People's University and America's Civic Square.

- **Newsletter (Off the Shelf):** SDP will help frame and develop content for the e-newsletter and other digital and print communications.
- **Strategy Development & Execution:** SDP will be available to the Director and CPL team for strategy development, issue management, and seasonal campaign execution as needed.

II. TIMETABLE/TERM/REPORT

SDP will provide the services described above from May 20, 2016 through September 20, 2016. SDP will review the terms of this contract with the Director 60 days before its expiration to determine the terms for future engagement. SDP will submit a written report on or about the 15th day of each month to the Director and Timothy Diamond, Chief Knowledge Officer, describing all work performed pursuant to the Agreement during the previous 30 days.

III. COSTS

CPL will pay SDP \$8,000.00 each month for services provided during the term of this Agreement, for a total not-to-exceed \$32,000, which sum shall include all expenses. Invoices for the monthly fee along with the monthly written report will be provided by the 15th of each month, with payment due within 15 days of receipt of invoice and report.

IV. TERMINATION

Either party may terminate this contract after providing thirty (30) days written notice.

V. INDEPENDENT CONTRACTOR

Strategy Design Partners and its employees shall perform services under this Agreement as independent contractors, not as CPL agents or employees, and Strategy Design Partners shall be responsible for and have control over all details, manner, and methods of providing those services. Strategy Design Partners agrees that its employees are not "public employees" for the purpose of membership in the Ohio Public Employees Retirement System.

SDP shall report to Timothy Diamond with regard to services performed under this contract.

This contract will replace the contract entered into between SDP and CPL on December 19, 2014.

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Thank you again for your time and consideration. Please sign below if you accept the terms of this proposal.

Sincerely,

David Fitz

David Fitz, Founding Partner
Strategy Design Partners, LLC

Felton Thomas, Jr. Executive Director/CEO
Cleveland Public Library

Date

Date