

CLEVELAND PUBLIC LIBRARY

Finance Committee
December 17, 2013

**RESOLUTION AUTHORIZING FOURTH AMENDMENT TO A 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 and Communications Office; and

WHEREAS, Two amendments to the Agreement were approved by this Board in 2012. 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; and

WHEREAS, The Director has recommended that the Library continue to engage Strategy Design Partners, LLC to assist the Library with social media communications and promotions for an additional six (6) month period commencing January 1, 2014, through June 30, 2014, at the cost of \$4,000 per month; now therefore be it

RESOLVED, That the Executive Director, CEO, or his designee, is authorized to enter into a Fourth Amendment to the Agreement with Strategy Design Partners, LLC to extend the term of the Agreement from January 1, 2014 through June 30, 2014 in the amount not-to-exceed \$24,000.00. The expenditures shall be charged to the General fund account 11610053-53710 (Professional Services), and such Fourth Amendment shall be subject to review and approval of the Chief Legal Officer.



December 10, 2013

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

Dear Mr. Thomas:

SDP has enjoyed working with Cleveland Public Library (CPL), and together we have made great progress over the last several years. As city of Cleveland residents and business owners, we believe strongly in CPL's mission, and look forward to continuing our work into the next year to achieve your goals.

I. SCOPE

SDP would provide the following services to CPL:

- Social media planning and execution
- Media relations: press release writing & positioning stories
- Read in the CLE (monthly): assist with identifying and contacting individuals
- Off the Shelf: framing and writing
- Ad buy consultation
- Strategy development as needed.

II. TIMETABLE/TERM

SDP will provide the services described above from January 1, 2014 through June 30, 2014. 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 first day of each month to the Director, describing all work performed pursuant to the Agreement during the previous 30 days.

III. COSTS

CPL will pay SDP \$4,000.00 each month for services provided during the term of this Agreement, for a total not-to-exceed \$24,000, which sum shall include all expenses. Invoices will be provided by the 15th of each month, with payment due within 15 days of invoicing.

3500 Lorain Road, Cleveland, OH 44102

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.

VI. CONCLUSION

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, Director
Cleveland Public Library