

## **Lakeview SSA 27**

PR Task Force Meeting Minutes

October 22, 2020, 2:00 PM

Virtual Meeting via Zoom Conferencing

**Present:** Kaitlyn Hurley, Russell Huxhold, Terese McDonald, Erin Schwartz

**Absent:** None

**Staff:** Sierra Buffum, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** None

### **Call to Order**

Erin Schwartz called the meeting to order at 2:05 PM and performed a roll call to confirm attendance for the record.

### **Public Comment**

There was no public comment.

### **Review of 2019-2020 PR Services**

Nicole McLellan provided an overview of the 2019-2020 PR RFP conducted by SSA 27 in 2018, noting that 6 different proposals were received. Nicole McLellan added that the SSA 27 Commission approved a contract with Ripson Group based on their experience working with others SSAs and Chambers of Commerce, as well as their clear strategy, media connections and competitive pricing. Nicole McLellan also provided an overview of PR services provided by Ripson Group between 2019-2020, noting that they helped garner 185 stories across 65 outlets, and asked the Task Force if they had other feedback regarding Ripson Group. Russell Huxhold inquired about Ripson Group's involvement in video-based projects, and Nicole McLellan confirmed that Ripson Group does offer video services outside of the PR contract, such as for the Lakeview promotional video and small business support video. Terese McDonald added that she felt Ripson Group has offered valuable services to date.

### **Overview of 2021-2022 PR RFP**

Nicole McLellan presented the draft 2021-2022 PR RFP and asked the Task Force for suggested changes and feedback. Task Force members provided feedback on the RFP, including goals, program areas and scope of services. Erin Schwartz noted that program areas should focus on SSA-specific programs, and Dillon Goodson added that the RFP is a good opportunity to get information on new and emerging trends in PR, and how a vendor can incorporate these into PR services.

### **Next Steps**

Nicole McLellan confirmed that she would incorporate the suggested edits into the Public Relations RFP and begin issuing it in the coming days. Nicole McLellan added that following receipt of proposals, she would provide the Task Force with all received proposals for an individual review process, and the Task Force could convene again to interview select candidates and make a final vendor recommendation for SSA 27 Commission's consideration.

### **New Business**

There was no new business.

#### **SSA 27 Mission Statement**

*Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.*

**Announcements**

There were no announcements.

**Adjourn**

Erin Schwartz motioned to adjourn the meeting, seconded by Kaitlyn Hurley; meeting adjourned at 2:45 PM.

**Next Regular Meeting Date: December 1, 2020, 2:00 PM**

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## **Lakeview SSA 27**

PR Task Force Meeting Agenda

December 1, 2020, 2:00 PM

Virtual Meeting via Zoom Conferencing

**Present:** Kaitlyn Hurley, Russell Huxhold, Terese McDonald, Erin Schwartz

**Absent:** None

**Staff:** Sierra Buffum, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Christopher Comes, Carol Fox, Drea Gonzalez, Nick Harkin, Alexandra Jakubiak, Louise Yingduo Liu, Elizabeth Neukerich, Lisa Ripson, Beth Silverman

### **Call to Order**

Erin Schwartz called the meeting to order at 2:04 PM.

### **Public Comment**

There was no public comment.

**2021-2022 Public Relations Proposal Interviews:** Nicole McLellan informed the Task Force that following the Task Force's review of PR proposals, the below vendors were selected to proceed with interviews. The PR Task Force interviewed the below organizations regarding the proposals they submitted in response to the SSA 27 2021-2022 Public Relations Request for Proposals.

- 2:05-2:20pm: The Silverman Group
- 2:20-2:35pm: Carol Fox & Associates
- 2:35-2:50pm: Ripson Group

### **Next Steps**

Terese McDonald commented that all the proposals were high-quality, and added that Ripson Group is very familiar with the SSA's work due to their role as SSA 27 PR vendor since 2019. Erin Schwartz stated that she would like to see improvements in PR strategy, including a differentiation between SSA and Chamber initiatives, as well as a diversification of stories to include more pitches on residential and placemaking stories. Erin Schwartz added that she recommended a close review of future press releases and holding a meeting with Ripson Group to capture 2021 goals. Kaitlyn Hurley agreed on Erin Schwartz's proposed improvements, and recommended sharing these improvements with Ripson Group.

Erin Schwartz also inquired about social media, and whether the SSA should consider an additional vendor for these initiatives. Carisa Marconet confirmed that staff are considering working with a social media, influencer and marketing agency, and this will be further explored in 2021.

Terese McDonald motioned to recommend a one-year contract with Ripson Group in 2021 at the same pricing, seconded by Kaitlyn Hurley; motion carries.

### **New Business**

There was no new business.

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**Announcements**

There were no announcements.

**Adjourn**

Terese McDonald motioned to adjourn the meeting, seconded by Kaitlyn Hurley; meeting adjourned at 3:58 PM.

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