


CITY MANAGER'S OFFICE MEMORANDUM

#41-2019

DATE: July 22, 2019

TO: Honorable Mayor Antonio B. Esquibel and City Council Members

FROM: Heather Geyer, City Manager 

SUBJECT: CR-86 – Contract Addendum #2 for Interim Communications Manager Services

PURPOSE

To consider the second addendum to Heather Rule Grady's contract as Interim Communications Manager.

BACKGROUND

Heather Rule Grady has been serving as Interim Communications Manager since March 2019. At that point in time an initial scope of services was identified. This scope has been refined and tweaked over the transition to best meet the needs of the City. Previously, I was targeting spring to post the communications manager position; however, given ongoing assessment work of the communications division, it was important to take additional time to really identify what the City needs in the next communications leader.

Original Contract Scope & Interim Plan

I plan to utilize Heather for a minimum of 3 months with the possibility of having her assist us through the remainder of 2019 to execute the 50th Anniversary Celebration events. Another key component of what she will assist us with is reviewing the communications manager job and updating the job description. She will also assist with the onboarding for the new communications manager. Currently, the identified scope includes the following (subject to change based on organizational needs).

Assessment of Needs:

- Review existing plans for 50th Anniversary Celebration and make recommendations
- Create any needed work plans for 50th Anniversary Celebration elements
- Review current status of all projects, programs and events
- Develop short-term needs plan
- Review existing communications channels and plans
- Review social media strategy and execution
- Provide strategic communications counsel to guide interim work plan and lay the foundation for the success of the new hire

Serve as Interim Communications Manager:

- Plan and execute 50th Anniversary activities and events
- Manage communications staff as needed:
 - Provide direction
 - Provide mentoring

- Provide structure and organizational tools
- Write and distribute media advisories and press releases as needed
- Provide communications support as needed for elected officials and staff
- Draft strategic communications plan for communications division

The amount spent to date:

- February - \$2,500
- March - \$10,000
- April - \$12,500
- May - \$10,000
- June - \$10,000
- July \$5,000 is remaining in the existing contract. The total cost for July services will be \$12,500 and is further explained below.

Contract Addendum & Focus

Moving forward after July, the focus will be the following:

- Part-time interim communications manager, continued communications plan refinement and execution, hiring of new communications director and planning and execution of 50th Anniversary celebration elements
- The following deliverables are based upon current understanding and may change after the initial assessment of needs is completed.
 - Serve as interim communications manager to:
 - Plan and execute the remaining 50th Anniversary with an emphasis on September 28 events
 - Attend council meetings and study sessions, as possible
 - Work through remaining budget process to set up new hire for success
 - Manage communications staff
 - Finalize structure and tools to support organization for long term success
 - Finalize Standard Operating Procedures for all communications functions
 - Flush out communications plan to include detailed timeline following July 22 Council presentation

The proposed fee schedule is as follows:

- July \$7,500 (\$5,000 is remaining in the existing contract). The total cost for July services will be \$12,500.
- August \$10,000
- September \$10,000
- October \$5,000 (if needed this amount is dependent upon how much onboarding is needed for the new communications director).

The contract addendum proposes the contract be in effect through October 2019. This assumes the hiring of the Communications Director in the second or third week of September and allowance of one month overlap for training.

STAFF RECOMMENDATION

Staff recommends approval of the Contract Addendum #2.

BUDGET/TIME IMPLICATIONS

An additional \$32,500 is needed to complete the communications transition outlined above. The revised not to exceed contractual amount is \$82,500.

Salary savings from not having a full-time communications manager is being used to cover the interim communication manager services costs. In the 2019 City budget, \$114,000 was budgeted for the communications manager position salary and benefits. Prior to utilizing interim communications services, approximately \$21,680 in salary and benefits had been spent over five pay periods. With the addition of the contract addendum, \$104,180 will be spent. I am projecting to spend approximately \$33,000 from the first pay period in October through the end of December or \$11,000 per month. Again, because this is a projection, I may need additional funding in the amount of \$23,180 to fully implement the new communications approach. However, this increase in salary may be absorbed through decreases in other areas of the communications budget. This is something that I will monitor and can report back to City Council in December.

STAFF REFERENCE

If City Council members have any comments or questions they may contact Heather Geyer, City Manager, at 303.450.8706 or hgeyer@northglenn.org.

SPONSORED BY: MAYOR ESQUIBEL

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-86
Series of 2019

Series of 2019

A RESOLUTION APPROVING ADDENDUM NO. 2 TO THE PERSONAL SERVICES AGREEMENT BETWEEN THE CITY OF NORTHGLENN AND INSIT, LLC FOR INTERIM COMMUNICATIONS MANAGER SERVICES

WHEREAS, the City of Northglenn entered into a Personal Services Agreement with Insit, LLC on March 6, 2019 for Interim Communications Manager Services in an amount not to exceed \$50,000;

WHEREAS, Addendum #1 to the Agreement was executed on April 25, 2019 to authorize flat rate monthly billing for services; and

WHEREAS, the parties desire to supplement the Agreement with an Addendum #2 to increase the total contract to an amount not to exceed \$82,500 to allow for an additional scope of services for the Interim Communications Manager to be completed through October 2019.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. Addendum #2 to the Personal Services Agreement between the City of Northglenn and Insit, LLC, attached hereto, for an amount not to exceed \$32,500 for Interim Communications Manager Services is hereby approved and the Mayor is authorized to execute same on behalf of the City of Northglenn.

DATED at Northglenn, Colorado, this ____ day of _____, 2019.

ANTONIO B. ESQUIBEL
Mayor

ATTEST:

APPROVED AS TO FORM:

JOHANNA SMALL, CMC
City Clerk

COREY Y. HOFFMANN
City Attorney

ADDENDUM #2 TO PERSONAL SERVICES AGREEMENT

THIS SECOND ADDENDUM TO AGREEMENT FOR PERSONAL SERVICES is made and entered into this _____ day of _____, 2019, by and between the CITY OF NORTHGLENN, State of Colorado (hereinafter referred to as the "City") and Insit, LLC (hereinafter referred to as "Consultant").

RECITALS:

A. On March 6, 2019 the City and Consultant entered into a Personal Services Agreement for Interim Communications Manager services (the "Agreement") not to exceed \$50,000.

B. On April 25, 2019 the City and Consultant entered into Addendum #1 to authorize a flat rate monthly billing amount of \$12,500.

C. The parties desire to supplement the Agreement with this Addendum #2 to increase the total contract amount not to exceed to \$82,500:

Attachment A, Scope of Services and additional Fee Schedule.

AGREEMENT

NOW, THEREFORE, it is hereby agreed that for the consideration hereinafter set forth, that Consultant shall provide to the City, professional Interim Communication Manager services as needed in the manner provided in the Agreement.

1. The Scope of Services in the Agreement is hereby supplemented to include an additional \$32,500 attached hereto as **Attachment A**, and incorporated herein by this reference (the "Additional fees"). Consultant shall commence work on the original Scope of Services within ten (10) days of the issuance of a Notice to Proceed.

2. Subparagraph A. of Article IV entitled "Compensation" is hereby amended to provide as follows:

A. Compensation shall not exceed \$32,500 for the work described in **Attachment A** to this Addendum #2.

3. The original Agreement is in full force and effect and is hereby ratified by the City and the Consultant. The original Agreement and this Addendum constitute all of the agreements between the City and the Consultant.

IN WITNESS WHEREOF, the parties hereto each herewith subscribe to the same in duplicate.

CITY OF NORTHGLENN, COLORADO

By: _____

Antonio B. Esquibel _____

Print Name

Mayor _____

Title

Date

ATTEST:

Johanna Small, CMC, City Clerk

APPROVED AS TO FORM:

Corey Y. Hoffmann, City Attorney

CONSULTANT

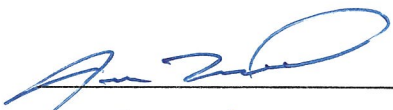
By: Heather McEachern

Founding Principal 7-17-19

Title

Date

ATTEST:



Finance Director 7/17/19

Title

Date

Scope of Services
City of Northglenn - Strategy and PT Interim Communications Manager



July 10, 2019

Heather,

Please review and consider the Scope of Services for Insit to render starting July 22. Based upon recent conversation and the changing needs of the role of Interim Communications Manager from July 22 through October, 2019, I am proposing a new Scope of Services agreement.

July 22 has been chosen as the start date of the new contract, as we enter the completion of most of the deliverables from the initial Scope of Services. This new scope focuses upon the preparations for the hiring and on-boarding of the permanent position, execution of remaining 50th Anniversary events.

Proposed Scope of Services:

INTERIM COMMUNICATIONS MANAGER, CONTINUED COMMUNICATIONS PLAN REFINEMENT AND EXECUTION, HIRING OF NEW COMMUNICATIONS DIRECTOR AND PLANNING AND EXECUTION OF 50TH ANNIVERSARY CELEBRATION ELEMENTS

The following deliverables are based upon current understanding and may change after the initial assessment of needs is completed.

- Serve as interim communications manager
 - Plan and execute remaining 50th Anniversary with an emphasis on September 28 events
 - Attend council meetings and study sessions, as possible
 - Work through remaining budget process to set up new hire for success
 - Manage communications staff as needed
- Finalize structure and tools to support organization for long term success
- Finalize Standard Operating Procedures for all communications functions
- Flush out communications plan to include detailed timeline following July 22 council presentation

FEES AND CONSIDERATIONS

- Fee schedule as follows
 - July \$ 7,500
 - August \$10,000
 - September \$10,000
 - October \$ 5,000
 - \$32,500
- Insit proposed the contract be in effect through October, 2019. This assumes the hiring of the new person in the second or third week of September and allowance of one month overlap for training.
- Will be in the office for meetings on Mondays all day and through council and Tuesday mornings Insit will provide an Invoice on the final day of each month.