

## Agenda Item Details

Meeting	Dec 10, 2024 - Bryan City Council Second Regular Meeting
Category	5. Consent (Automatic Approval) Agenda - This agenda consists of ministerial or "housekeeping" items required by law such as routine bids, contracts, purchases, and resolutions. Items may be removed from the consent agenda for separate consideration at the request of two Councilmembers.
Subject	G. Approve an agreement with Crosswind Media & Public Relations for a not to exceed amount of \$375,000
Type	Action (Consent)
Preferred Date	Dec 10, 2024
Absolute Date	Dec 10, 2024
Fiscal Impact	Yes
Dollar Amount	375,000.00
Budgeted	No
Budget Source	General Fund \$175,000; Water Fund - \$200,000
Goals	Public Safety Quality of Life Economic Development Infrastructure Service

### Summary:

Within the City Manager's spending authority, the City of Bryan entered into a Memorandum of Agreement (MOA) dated August 12, 2024, with Crosswind Media & Public Relations (Crosswind) to assist with communication activities, especially with economic development strategies. The scope of work specifically includes the following: 1. Communications & Marketing Audits; 2. Message and Research Strategies; 3. Recommendations and Best Practices; and 4. On-going Communications Support. The services and support covered under this existing MOA is from August 19, 2024, through February 29, 2025 with a not to exceed cost of \$99,000.

With the ongoing issue of water being transported out of the local area, developing a campaign to keep water local has become a priority. Crosswind has the expertise and resources necessary to develop such a campaign. This Council Action Form includes a proposed MOA with Crosswind to provide campaign services and extend the services referenced above in the MOA dated August 12th. As proposed in the new MOA, Crosswind's scope of work includes the following: 1. Media; 2. Media Relations; 3. Website Build; 4. Social Media Consultation; 5. Production services for video, digital and print, and direct mail; and 6. Multi-media to include radio/TV spots (PSAs), Channel 16, and newspaper ads. The cost for this effort is estimated at \$200,000, inclusive of incidental expenses (e.g., travel, hotels, etc.).

This Council Action Form and related attachments result in MOA dated August 12, 2024, being superseded by the attached MOA dated November 6, 2024. The November 6th MOA extends through July 18, 2025, and includes the scope covered by the August 12th MOA and the additional keep water local campaign. Funding for the MOA is divided between the General Fund (\$175,000) and Water Fund (\$200,000) for a total not to exceed amount of \$375,000, which captures all cost since the initiation of the MOA dated August 12, 2024.

Staff recommends the City Council approve the MOA dated November 6, 2024, with Crosswind to continue with communication activities along with the addition of developing the keep water local campaign as outlined in the attached scope of work document.

**Staff Analysis and Recommendation:**

Staff recommends the City Council approve the MOA dated November 6, 2024, with Crosswind to continue with communication activities along with the addition of developing the keep water local campaign as outlined in the attached scope of work document. The communication activities assistance better enables the City to share information, and the water campaign will help educate residents in Brazos and Robertson County on the local water issues.

Crosswinds Media has a national reputation in public relations and marketing. If the MOA is approved as recommended, Crosswind's expertise, knowledge, and state and national connections will continue to be a beneficial resource to City staff.

**Options:**

1. Approve the Memorandum of Agreement with Crosswind Media & Public Relations dated November 6, 2024
2. Modify and then approve the Memorandum of Agreement with Crosswind Media & Public Relations dated November 6, 2024, which may require additional discussions with the firm and consideration at a future City Council meeting
3. Do not approve the Memorandum of Agreement Crosswind Media & Public Relations dated November 6, 2024, and provide direction to staff

**Attachments:**

1. Original Memorandum of Agreement with Crosswind Media & Public Relations dated August 12, 2024
2. Proposed Memorandum of Agreement with Crosswinds Media dated November 6, 2024

08142024\_Crosswind\_Agreement.pdf (5,307 KB)

11062024\_Crosswind\_MOA\_FINAL\_1Signature.pdf (1,138 KB)