

RESOLUTION 04-09

RESOLUTION OF THE CITY OF KETCHUM CITY COUNCIL APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH JO MURRAY PUBLIC RELATIONS FOR ASSISTANCE WITH PUBLIC INFORMATION REGARDING THE FEBRUARY 3 BOND ISSUE, AND AUTHORIZING THE MAYOR TO SIGN

WHEREAS, the Mayor and City Council want the citizens of Ketchum to make an informed decision at the polls on February 3, 2004, and

WHEREAS, city staff and consulting engineers have developed significant amounts of information regarding the proposed enhancements to the wastewater treatment plant,

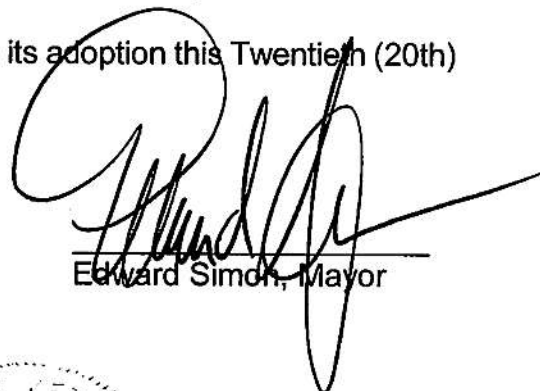
WHEREAS, Jo Murray Public Relations has been retained to assist the city in preparing public information to describe and explain the project, and

WHEREAS, the city wants to reach out to the community through newspaper ads, radio and television, direct mail and the use of the city's web site,

WHEREAS, these costs will not exceed \$7,000 and will be shared with the Sun Valley Water and Sewer District,


NOW THEREFORE BE IT RESOLVED, that the Ketchum City Council approves a professional services agreement with Jo Murray Public Relations for assistance with public information regarding the February 3 Bond Issue, and authorizes the Mayor to sign this agreement on behalf of the City.

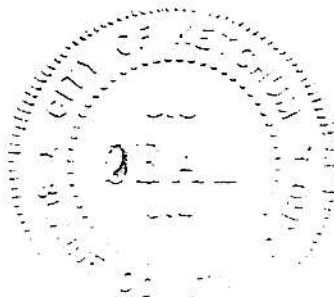
This Resolution will be in full force and effect upon its adoption this Twentieth (20th) day of January 2004.



Edward Simon, Mayor

Attest:


Soc: Sandra Cady, CMC
City Treasurer/Clerk

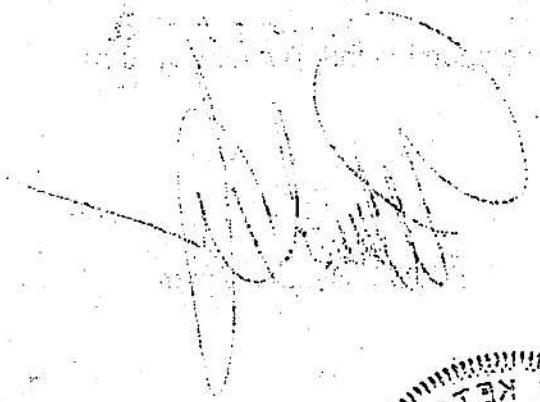


1. The undersigned, being duly sworn, depose and say that the within and foregoing is a true and correct copy of the original as the same appears from the records of the County of Butte, State of Idaho.

2. I, the undersigned, being duly sworn, depose and say that the within and foregoing is a true and correct copy of the original as the same appears from the records of the County of Butte, State of Idaho.

3. I, the undersigned, being duly sworn, depose and say that the within and foregoing is a true and correct copy of the original as the same appears from the records of the County of Butte, State of Idaho.

4. I, the undersigned, being duly sworn, depose and say that the within and foregoing is a true and correct copy of the original as the same appears from the records of the County of Butte, State of Idaho.



Jo Murray Public Relations
Sun Valley and San Francisco

Sun Valley Office:
P. O. Box 1101
Ketchum ID 83340
Tel. 208-726-5869
Fax. 877-684-5716
jo@jomurray.com
www.JoMurrayPublicRelations.com

Memo to Ron LeBlanc
Steven A. Hansen
Sandra E. Cady, CMC
Jack Brown

From Jo Murray

Re: Wastewater Treatment Plant

Jan. 12, 2004

First of all, I want to tell you how much I enjoyed meeting with all of you. The Ketchum/Sun Valley Wastewater Treatment Plant is an interesting and worthwhile project, and one that the community can be expected to support.

Based on our conversation Friday, I anticipate the following activities:

1. Edit Q&A for use on Web site
2. Edit Q&A as appropriate and prepare mailer to residents
 - Handle graphic design and printing of mailer
 - City staff will obtain appropriate mailing lists, and handle labeling and posting of mailers.
 - Target date for mailing: January 20, 2004.

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3. Edit Q&A for advertisements for local newspapers, to run as follows:
 - Jan. 21, Idaho Mountain Express & Wood River Journal
 - Jan. 28, Idaho Mountain Express & Wood River Journal
4. Coordinate the following and draft materials as needed:
 - Chamber of Commerce distribution to members
 - Environmental Resource Center distribution to members
 - Opinion article by ERC director
5. Media outreach
 - Request meetings with reporters and editorial page editors of 2 local newspapers
 - Request radio coverage
 - Request television interview
 - Prepare press release in advance of Jan. 20 presentations to city councils
 - Training in television interview techniques for spokesperson
6. Other activities as requested.

The estimates are based on the following assumptions:

- Newspaper ads will be no larger than 1/2 page in the Idaho Mountain Express and Wood River Journal.
- The mailer will be a self-mailer, 8.5 x11, folded in thirds. A 1/1 Pantone color process (probably in a navy blue) will allow us to have the effect of two colors, while actually only using one color of ink.
- There will be no more than three revisions of written materials and graphic design for the mailer and newspaper ad.

A range of costs for each activity is detailed on the attached spreadsheet. After reviewing printing estimates, I believe that we can come in well under the budget of \$15,000. In practice, some activities will take less time than expected, while others will take more time. In

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general, the mid range is an accurate estimate. Based on this, I believe that a budget of \$7,000 should be adequate for the entire program, including postage.

Please give me a call and let me know if you have any questions as soon as you have reviewed this proposal. In order to meet the target deadlines, we should have the copy written by mid-week.

Again, thank you for the opportunity to present this proposal. It's the sort of project in which I really enjoy being involved, and I look forward to the opportunity to work with you.

Wastewater Treatment Plant

	Low Range		High Range		Mid Range
	Hours	Rate	Hours	Rate	Total
Edit Q & A for use on Web site, other places as appropriate	1	\$95.00	4	\$95.00	\$380.00
<u>Mailer</u>					
Edit Q & A, prepare additional copy for mailers, work with graphic designer	2	\$95.00	6	\$95.00	\$570.00
Printing, 7000 copies. 1/1 pantone color Postage	5	\$60.00	7	\$60.00	\$420.00
Sun Valley, 3500 @ 37 cents		\$1,295.00			\$1,295.00
Ketchum, 1800 @ 37 cents		\$666.00			\$666.00
<u>Newspaper ads</u>					
Edit Q & A, prepare additional copy for newspaper ads, work with graphic designer	2	\$95.00	4	\$95.00	\$380.00
Graphic design, newspaper ad 4 ad insertions (2 in each newspaper)*	2	\$60.00	3	\$60.00	\$180.00
		\$2,500.00			\$2,500.00
<u>Coordination with other agencies</u>					
Chamber	1	\$95.00	2	\$95.00	\$190.00
ERC	1	\$95.00	4	\$95.00	\$380.00
<u>Media outreach</u>					
Press release on Jan. 20 meeting	2	\$95.00	5	\$95.00	\$475.00
Outreach to media, monitor coverage	2	\$95.00	5	\$95.00	\$475.00
Television training	1	\$95.00	2	\$95.00	\$190.00
Client meetings	2	\$95.00	6	\$95.00	\$570.00
Total		\$6,763.00		\$9,671.00	\$6,981.00