



DATE: June 20, 2017

TO: Mayor and City Council

FROM: City Manager

SUBJECT Approval of a Resolution Authorizing the City Manager to Negotiate and Execute an Agreement with Chuck Finnie Communications for Communications and Media Relations Professional Services

RECOMMENDATION

That the City Council approves the attached resolution (Attachment II), authorizing the City Manager to negotiate and execute an agreement with Chuck Finnie Communications for communication and media relations professional services in an amount not to exceed \$160,000.

BACKGROUND

Since March of 2016, the City's Communications and Media Relations Officer position has been vacant. The City attempted through several recruitments to fill the position but was unable to find a viable, qualified candidate to serve in the position. During the time of this vacancy, responsibilities for that position fell to various other positions throughout the City Manager's Office and the greater City organization.

In February 2017, the City Manager entered into a 5-month contract with Chuck Finnie Communications to serve as a part-time Communications and Media Relations Officer/Public Information Officer. Additionally, at that same time, the City Manager implemented a pilot reorganization of the Communications and Media Relations Division of the City Manager's office where the Management Analyst in the City Manager's Office would oversee the contract Communications and Media Relations Officer in addition to the Graphics and Communications Technician and Audio/Video Technicians.

During these five months, under this new structure, the division has released several new projects including the Mayor's State of the City video production and the official City newsletter "The Stack."

DISCUSSION

Chuck Finnie of Chuck Finnie Communications has over 20 years of experience working for Bay Area news publications. Prior to establishing his own communications firm, Mr. Finnie served as Vice President of Media and Communications at BMW and Partners in San

Francisco. He also has worked as an Investigative Reporter and as an Assistant Metro Editor for the San Francisco Chronicle. He brings a wealth of knowledge and experience not usually found in municipal public information officers.

A draft scope of services can be found in Attachment III. Under the scope of services, Chuck will be responsible for:

- Coordinating media relations and public information
- Consulting on communications strategy and policy
- Developing content for public audiences
- Assisting and guiding presentations
- Other related duties as assigned by the City Manager

Per the scope of service, Mr. Finnie will be required to work a minimum of 20 hours a week and to be on-call 24 hours, seven days a week.

FISCAL IMPACT

The total fiscal impact of this contract is \$160,000 for the fiscal year. This will be paid out of salary savings from the vacant Communications and Media Relation Officer position.

NEXT STEPS

Following Council approval of the attached resolution, the City Manager will negotiate and execute a contract with Chuck Finnie Communications for FY2018 services.

Prepared and Recommended by: John Stefanski, Management Analyst I

Approved by:



Kelly McAdo, City Manager