

DOWNTOWN DEVELOPMENT AUTHORITY
SPECIAL CALLED MEETING MINUTES
CITY OF FOREST PARK
MEETING HELD VIA ZOOM
April 9, 2021
10:15 A.M.

Call to Order: Chairwoman Angelyne Butler called the Downtown Development Authority special meeting for April 9, 2021 to order at 10:15 A.M.

Present Chairwoman, Angelyne Butler; Vice Chair, Steve Bernard; Nachae Jones; Eliot Lawrence; Ed Taylor; Lois Wright

Also Present:

Mike Williams, City Attorney
Bobby Jinks, Public Works Director
James Shelby, Planning, Building & Zoning Director
Bruce Abraham, Economic Development Director
Danita Hamid, Project Manager, Economic Development Department
Michael Hightower, The Collaborative Firm

Absent:

Eric Stallings

Discussion: Promotional Program

Bruce Abraham, the Economic Development Director, provided the board with an update on the search for a consultant for the promotional program that the URA had previously approved. The program would focus on the following:

- New jobs and employers
- Revitalization of Main Street
- Sale of Historic Property (currently have 2 prospects)
- Development of the new City Hall
- Renovation of Starr Park

Bruce Abraham explained that after meeting with the City Manager, Dr. Marc-Antoine Cooper, about the program, the following items were removed per Dr. Cooper's request:

- Development of the new City Hall
- Renovation of Starr Park

Bruce Abraham explained that the Economic Development Department reached out to seven PR firms and received quotes from four of those firms. Their quotes are as follows:

- South Atlanta Magazine: a branding, marketing, and media centered agency. Their proposal was in the \$65,000- \$175,000 range.
- Phoenix Media Services: a branding, publicity, and media centered agency. Their proposal was \$198,000 for 36 months.

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- **Leff & Associates:** a media and publicity centered agency that has previously worked with the City of Forest Park. Their proposal was \$111,000 for twelve months.
- **The Collaborative Firm:** an all-purpose firm that specializes in community engagement. The firm has previously worked with the City of Forest Park. Their proposal was \$93,000.

Bruce Abraham explained that based on the proposals, his initial recommendation would have been Leff & Associates because they are a media focused firm, but his current recommendation is for the board to endorse a program limit of \$90,000 and allow him to go back to Leff & Associates and The Collaborative Firm to have them update their proposals to accommodate the City Manager's request for certain items to be removed from the scope of work.

Michael Hightower, Managing Partner for The Collaborative Firm, shared some of his firm's history with the City and experience working on similar projects, which included branding projects for MARTA, Clayton County SPLOST and Dekalb County SPLOST. The Collaborative Firm also assisted with the Southpointe Development in Forest Park.

Lois asked Michael Hightower if The Collaborative Firm would address the needs of the City as a whole.

Chairwoman Angelyne Butler clarified that the purpose of this initiative is to promote Economic Development projects.

Ed Taylor asked about specifications about the timeline in the proposals and how much that breaks down per year for their services. The Phoenix Media Services for example, proposed a 36- month process that breaks down to \$66,000 per year. He wants to know the time vs cost breakdown for the other firms.

Bruce Abraham explained that the scope of work asked for something through December 2021 in an effort to promote aggressively for the rest of the year. Phoenix Media Services and South Atlanta Magazine took it upon themselves to go beyond that timeline and promote longer programs. Leff & Associates and The Collaborative Firm are both more focused, less expensive, and their proposed services were within the requested time frames.

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**Approval to Award the
Promotional Contract to
The Collaborative Firm**

Eliot Lawrence made a motion to award the promotional contract to The Collaborative Firm.

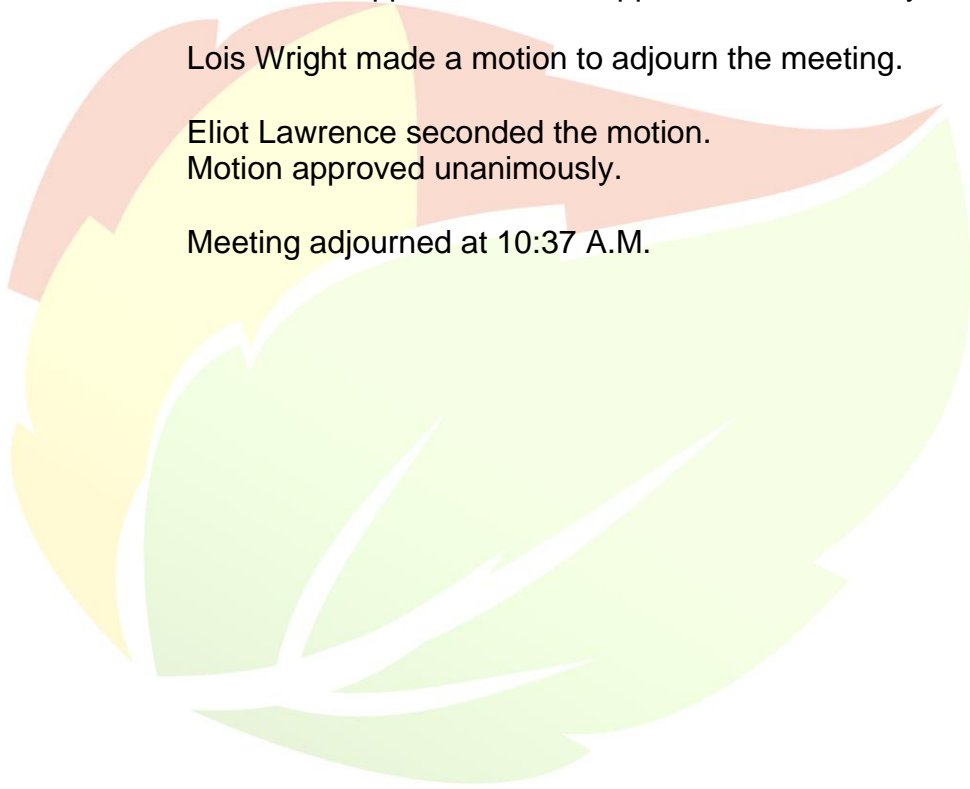
Steve Bernard seconded the motion.
Roll call for approval. Motion approved unanimously.

Adjournment

Lois Wright made a motion to adjourn the meeting.

Eliot Lawrence seconded the motion.
Motion approved unanimously.

Meeting adjourned at 10:37 A.M.



CITY OF
FORESTPARK