

**RESOLUTION NO. R-2018-73**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS APPROVING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF BASTROP AND BUIE & COMPANY IN AN AMOUNT NOT TO EXCEED ONE-HUNDRED THOUSAND AND 00/100 DOLLARS (\$100,000.00) FOR PUBLIC RELATIONS SERVICES; ATTACHED AS EXHIBIT A; AUTHORIZING THE CITY MANAGER TO EXECUTE ALL NECESSARY DOCUMENTS; PROVIDING FOR A REPEALING CLAUSE; AND ESTABLISHING AN EFFECTIVE DATE.**

**WHEREAS**, The City Council has appointed the City Manager as the Chief Administrative Officer of the City; and

**WHEREAS**, The City Manager is responsible for the proper administration of all affairs of the City; and

**WHEREAS**, The City Council has established nine (9) focus areas to support the City's Vision and Mission Statements; and

**WHEREAS**, one of the City Council's nine (9) focus areas includes Communication, which supports and enhances open 2-way communication between the City and its residents and businesses; and

**WHEREAS**, the City Council appreciates the current workload and capacity of staff and requested the hiring of a Public Relations Team to manage the communications strategy and, community outreach associated with Building Bastrop along with on-going support on an as-needed basis.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS:**

**Section 1:** That the City Manager is hereby authorized to execute a Contract with Buie & Company in an amount not to exceed \$100,000, which is attached as Exhibit A.

**Section 2:** All orders, ordinances, and resolutions, or parts thereof, which are in conflict or inconsistent with any provision of this Resolution are hereby repealed to the extent of such conflict, and the provisions of this Resolution shall be and remain controlling as to the matters resolved herein.


**Section 3:** That this Resolution shall take effect immediately upon its passage, and it is so resolved.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Bastrop this 28<sup>th</sup>, day of August 2018.

**APPROVED:**

  
\_\_\_\_\_  
Connie B. Schroeder, Mayor

**ATTEST:**

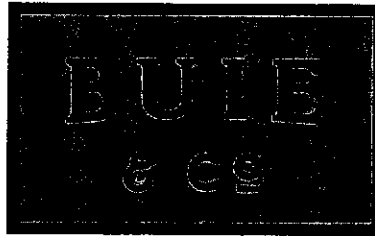
  
\_\_\_\_\_  
Ann Franklin, City Secretary

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Alan Bojorquez, City Attorney

August 28

Buie & Co.  
2901 Bee Cave Road  
Suite D  
Austin, Texas 78746  
512.969.6800



Lynda Humble  
City Manager  
City of Bastrop  
1311 Chestnut St.  
Bastrop, Texas 78602

---

## CITY OF BASTROP

---

Dear Lynda,

Thank you for the opportunity to submit this updated letter of engagement for your consideration. Per your request, we have scoped the next phase of work in support of Building Bastrop's ongoing implementation. For budgeting and planning purposes, our timeline of activity runs from August 2018 through March 2019.

Buie & Co. is a full-service communications firm that provides public relations, community outreach/public involvement, governmental affairs and creative services. We want to be seen as an extension of your internal team, offering you smart counsel, strategy and excellent client service. Having worked for other municipalities throughout Central Texas in various capacities for many years, Buie & Co. has a deep understanding of and appreciation for public-sector work and the scrutiny that comes with it. We will operate in a manner that is completely transparent and respectful of tax dollars.

### **SECTION 1: BUILDING BASTROP (August 2018 through March 2019; 8 mos.)**

#### **Scope of Services**

- Communications Strategy
- Message Development
- Materials Development
- Spokesperson Training
- Media Relations (Proactive and Reactive)
- Community Outreach/Public Involvement
- Issues Management/Crisis Communications
- Social Media Strategy
- On-the-Ground Support of City Council and Staff
- Special Events Strategy and Implementation
- Intergovernmental Relations Support

#### **Arrangement for Service for Initial Phase of Building Bastrop (August 2018 – March 2019)**

From August 2018 through March 2019, Buie & Co. proposes a not-to-exceed amount of \$64,000 in professional fees for this scope of work and will use our public-sector hourly rates outlined below. We also propose a not-to-exceed budget of \$20,000 to account for any hard costs incurred. Total Not to Exceed Budget for Initial Phase (Aug. 2018 – March 2019) (professional fees and hard costs): \$84,000.

WE LOOK FORWARD TO WORKING WITH YOU!

**SECTION 2: ONGOING SUPPORT (starting April 1, 2019)**

Buie & Co. would love the opportunity to serve the City of Bastrop in an ongoing communications capacity on a variety of issues and in multiple ways beyond the Building Bastrop initiative. We would like to remain an extension of your internal team and manage your communications needs. Our scope of services for this ongoing effort could include any or all of the following per your direction. We propose to bill our activity during this next phase using our public-sector hourly rates as outlined below.

**Scope of Services**

- Communications Strategy
- Message Development
- Materials Development
- Spokesperson Training
- Media Relations (Proactive and Reactive)
- Community Outreach/Public Involvement
- Issues Management/Crisis Communications
- Social Media Strategy
- On-the-Ground Support of City Council and Staff
- Special Events Strategy and Implementation
- Intergovernmental Relations Support

**Public Sector Hourly Rates**

- Partner: \$200.00
- Vice President: \$185.00
- Account Director: \$175.00
- Senior Account Executive: \$160.00
- Graphic Designer: \$150.00
- Account Executive: \$145.00
- Account Coordinator: \$130.00

Thank you so much for your consideration of our firm for the City of Bastrop's public relations needs. Please, call me if you have questions or would like to discuss further. We want your business.

Best,



Partner,  
Buie & Co. Public Relations

\_\_\_\_\_  
Acceptance Signature

\_\_\_\_\_  
Date

WE LOOK FORWARD TO WORKING WITH YOU!

