

AGENDA
Town Council
Town of East Greenwich
Special Session
March 21, 2017 at 7:00 PM
Town Hall, 125 Main Street, East Greenwich, RI 02818

(Any matter listed on this agenda is subject to a vote by the Town Council.)

- (1) Call to Order and Pledge of Allegiance to the American Flag
- (2) Reports and Communications
 - (a) Presentation on Medical Marijuana
- (3) New Business
 - (a) Award of bid to Third Effect for Multimedia campaign in the amount of \$7,780.
 - (b) Discussion of Town Budget

This agenda was posted on March 17, 2017 in accordance with RIGL 42-46-6 on. In the event of an overflow crowd, the meeting will be moved to Swift Community Center, 121 Peirce Street. Individuals requesting interpreter services for the hearing impaired must notify the Town Clerk's office at (401) 886-8604 via RI Relay #711 (800-745-5555 TTY) or in writing, at least forty-eight (48) hours in advance of the hearing date

TOWN COUNCIL AGENDA TRANSMITTAL FORM

Town Council Meeting Date: **3/21/2017**

1. Agenda item (List as it should appear on the agenda)
Presentation on Medical Marijuana
2. Submitted by (List department and individual, if necessary)
Town Clerk
3. Provide a brief description of the item and why it is on the agenda
4. Contact person and phone number for questions
Thomas E. Coyle, III 401-886-8665

TOWN COUNCIL AGENDA TRANSMITTAL FORM

Town Council Meeting Date: **3/21/2017**

1. Agenda item (List as it should appear on the agenda)

Award of bid to Third Effect for Multimedia campaign in the amount of \$7,780.

2. Submitted by (List department and individual, if necessary)

Town Clerk

3. Provide a brief description of the item and why it is on the agenda

Third Effect is a Town of East Greenwich business and supplied the information in response to the RFQ as required. Atom Media provided information for the preliminary releases as a single effort. In order to compare submissions on an equal footing the Third Effect submission was evaluated as a single preliminary release. A third submission was provided by the Guliano's, but it was submitted after the 3pm deadline on 3/13/17 (submitted at 16:22:42 - 4:22pm)

Postage was not included in the bid submissions, so there will be a higher cost for the project as indicated in the Evaluation Matrix.

Third Effect is selected as the vendor of choice due to the qualifications and the costs provided.

4. Contact person and phone number for questions

Thomas E. Coyle, III 401-886-8665

ATTACHMENTS:

Description	Type
☐ RFQ Backup	Backup Material

Bid Evaluation

	Atom Media	Atom Media w/Postage	Other: Third Effect	Third Effect w/Postage	Third Effect as submitted
Response? 0 = No / 1 = Yes	1		1		
On State MPA? 0 = No / 1 = Yes	0		0		
Can Meet Timeline? 0 = No / 1 = Yes	1		1		
East Greenwich company? 0 = No / 1 = Yes	0		1		
Local Govt experience ? 0 = No / 1 = Yes	0		0		
Total	2		3		
Components					
Preliminary Releases					
Content development / review	1,440.00	1,440.00	900.00	900.00	900.00
Print media for 4,500 pieces (SINGLE)	1,500.00	1,500.00	1,260.00	1,260.00	3,780.00
Plus postage		1,260.00		1,260.00	
Release Two					
Develop "Key Budget Considerations"	480.00	480.00	500.00	500.00	500.00
Develop press release	120.00	120.00	100.00	100.00	100.00
Develop direct mail piece	300.00	300.00	300.00	300.00	300.00
Develop digital distribution piece	180.00	180.00	200.00	200.00	200.00
Release Three					
Develop informational video	5,000.00	5,000.00	2,000.00	2,000.00	2,000.00
Total	9,020.00	10,280.00	5,260.00	6,520.00	7,780.00

These numbers represent the costs for a SINGLE print media distribution although the RFQ asked for number for three distributions

THREE print media distributions	15,800.00	11,560.00	11,560.00
---------------------------------	-----------	-----------	-----------

Bid Evaluation

Vendor

Other: Guliano

Advocacy Solu Basics Group, LLC

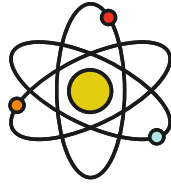
New Harbor Group Advertising Venture

Response? 0 = No / 1 = Yes	0 - Late on 3/13/17	0	0	0	0
On State MPA? 0 = No / 1 = Yes	0	1	1	1	1
Can Meet Timeline? 0 = No / 1 = Yes	1				
East Greenwich company? 0 = No / 1 = Yes	1				
Local Govt experience ? 0 = No / 1 = Yes	0				
Total	2				
Components					
Preliminary Releases					
Content development / review	-				
Print media for 4,500 pieces (SINGLE)	2,000.00				
Plus postage					
Release Two					
Develop "Key Budget Considerations"	-				
Develop press release	-				
Develop direct mail piece	2,000.00				
Develop digital distribution piece	-				
Release Three					
Develop informational video	2,500.00				
Total	6,500.00				

Bid Evaluation

RDW Group Walsh & Associates Duffy & Shanle Other: Fign Other:

Response? 0 = No / 1 = Yes	0	0	0	0	
On State MPA? 0 = No / 1 = Yes	1	1	1		
Can Meet Timeline? 0 = No / 1 = Yes					
East Greenwich company? 0 = No / 1 = Yes					
Local Govt experience ? 0 = No / 1 = Yes					
Total					
Components					
Preliminary Releases					
Content development / review					
Print media for 4,500 pieces (SINGLE)					
Plus postage					
Release Two					
Develop "Key Budget Considerations"					
Develop press release					
Develop direct mail piece					
Develop digital distribution piece					
Release Three					
Develop informational video					
Total					



ATOM MEDIA GROUP

To: Town of East Greenwich
From: Atom Media Group
Date: March 10, 2017
Re: [2017 Public Relations / Marketing Request for Qualifications](#)

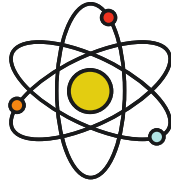
1 a. Atom Media Group, The Hanley Building, 56 Pine Street, Providence, RI 02903; 401-426-2014; www.atommediagroup.com

1 b. NOT APPLICABLE

2 a. Atom Media Group was founded in 2014 by current CEO Michael Mota. Previously and as a principal at a major advertising/marketing/public relations agency, Mr. Mota was chiefly responsible for growing that business from a start-up to over \$22 million in billings. He led the company onto *Inc.* magazine's "500 Fastest Growing Companies" and "Fastest Growing Companies in Rhode Island" lists. Simultaneously and in the space of two years, he helped one of its major clients, Alex and Ani, grow in revenue from \$500 thousand to over \$250 million. Today, after two short years of operation, Atom Media Group enjoys billings of well of \$1 million and employs ten administrative and creative associates.

2 b. The Atom Media Group "work process" is a combination of timeless professionalism and dedication to duty, and willingness to blend classic and cutting-edge techniques and technologies into a 21st century full-service advertising/marketing/public relations agency that offers full "under one roof" services to its clients. Our services include web and digital, Social Media management and marketing, editorial, video and still photography, special events, and business and political consultation. Clients include or have included (but are not limited to) BENRUS, Benjamin Moore, Imperial Pearl, Sasha Liv, The Preserve, Skyline at Waterplace, the Smithsonian, ROSCO Manufacturing, ZDS Architecture, Lombardi for Mayor, and Design, La Soula, etc.

2 c. When viewed in conjunction with the previous two responses, Atom Media Group's unique position to serve the Town becomes clear. At the core of our method is storytelling – which also, we suggest, may be found at the core of your needs in this campaign. We are experienced in matters political (Mr. Mota served in key administrative positions for two congressional and two mayoral campaigns).



ATOM MEDIA GROUP

We provide each and every service referenced in the RFQ. We did not come into Rhode Island, but rather out of it.

3 a. Atom Media Group will take a team approach to the Town's Scope of Work – one in which highly trained specialists (writer, videographers, account managers) would interact regularly with Town officials in a manner that maximizes client/agency communication at all levels and promotes creative excellence.

3 b. Client references include:

BENRUS – Giovanni Feroce, CEO/OWNER – 401-572-9000

Curreri Collision Center – Lenny Curreri, Owner – 401-934-2300

The Preserve at Boulder Hills – Paul Mihailides, Owner – 401-539-4653

3 c. The Atom Media Group team assigned to the Town's business is comprised of:

CEO Michael Mota (see above for credentials and experience);

COO David Pontarelli – David served as deputy chief of staff to the mayor of Providence; deputy director and fiscal advisor that that city's Department of Public Works; CFO for Synchro Software, a U.K.-based hypo-growth technology corporation. His personal maturity, coupled with is ability to deal with clients and colleagues on all levels, make him the ideal team leader and delivery system for optimal operational results.

Director of Creative Services Andrew Irby

Editorial Director Charles Drago

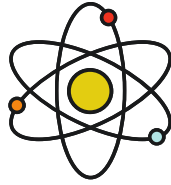
Director of Photography David Bibeault

Cinematographer Colette Aubin

Graphic Designer Daniel Osterholt

4 a. See attached Schedule.

4 b. Work can begin on March 14, 2017. Given the collaborative nature of work conducted by the Town with Atom Media Group, completion dates for both Phases



ATOM MEDIA GROUP

will be impacted by the availability of Town principals, legislative schedules, etc. Atom Media Group prides itself upon meeting all deadlines, including those set by the Town in consultation with Atom Media Group, if and when work commences.

ADDENDUM TO “RESPONSE REQUIREMENTS”

The following is subject to refocus and/or refinement based upon consultations with the Town.

It is our understanding, based upon one meeting with Town officials and a close reading of the RFQ, that primary objectives of your program include the goals outlined in the RFQ in tandem with the following:

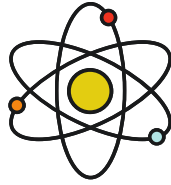
- Engaging Town residents as fully as possible in the processes of a participatory democracy.
- Creating a synergy based upon a sense of shared goals and destiny between Town residents and business owners (when not one and the same).
- Illustrating how the justifiably celebrated “quality of life” in the Town is enhanced in direct proportion to the willingness of stakeholders to commit financial and other personal resources to it maintenance.
- Illustrating graphically and via data transfer and prose descriptions how said maintenance is undertaken.
- Underscoring the Town’s commitment to secure the finest available maintenance systems and procedures at the lowest financial costs.

Toward these ends, we propose to create deliverables across media platforms that inform the mind, engage the emotions, and inspire willing participation in the democratic process. We would do so by making the following points in a variety of fashions:

There is a distinction between opening the doors of government and escorting the governed over the thresholds. We intend to do both.

Election Day may come around every two years. But each and every day brings the opportunity to “vote” by taking active roles in the democratic process. These include, but are hardly limited to, attending Town Council meetings (especially during the budget-writing process).

To drive home the point that the Town’s fiscal discipline and sense of responsibility are second to none, we would make light but pointed reference to what is commonly referred to as “Yankee frugality” – a quality which, it may be argued, is alive and well in one of New England’s oldest and most celebrated towns.



ATOM MEDIA GROUP

The key element in our approach is to underscore the deep connections among residents, businesses, and the Town government. This is achieved by making one and all think of themselves – and feel like – true stakeholders and team members in the Town and its future.



**Town of East Greenwich
Public Relations / Marketing Request for Qualification**

4. Pricing and Timeline

- a. Provide a schedule of fees and estimated time duration for each task for all relevant services described in the Scope of Work with specific details for each of the Phase descriptions in the following table.
- b. The Town is expecting to begin work on this project as soon as the award is made. Provide an estimated completion date for both Phases and whether or not work can begin on March 14, 2017.

Task Description	Frequency	Date	Estimated Hours	Cost
Preliminary Releases	Weekly	Award of contract through April		
Develop deliverable pieces from content to be developed by the Town Council setting the stage for more information to follow. This content will be made available for future releases. These preliminary releases may require strategic advice only.			24	\$1,440
Distribution of these pieces would be done via digital, print and social media.			N/A	N/A
Provide an estimate of print media for 4,500 homes for three separate pieces.				\$1,500
Release Two	Once	Mid-March		
Develop a "Key Budget Considerations" document with easy to read financial information. Content to be provided by the Town.			8	\$480
Develop associated press release.			2	\$120
Develop associated direct mail distribution pieces. Possibly including pieces developed in the Preliminary Releases.			5	\$300
Develop associated digital distribution pieces.			3	\$180
Release Three	Once	Beginning of April		
Develop an informational video that communicates the economic challenges facing residents and the Town and vividly shows residents the major improvements needed by the Municipality and School District.			45	\$5,000
Total				\$9,020

per run of 4500 prints does not included postage



25 Adirondack Drive
East Greenwich, RI 02818
401-378-6447

RFP RESPONSE

Attention: Thomas E. Coyle, III
Town Manager
Town of East Greenwich

Date: 3/13/17

Project Title: RFQ Submission for Public Relations Services

1. Company Profile

a. Third Effect Marketing and Design

Nick DeCesare
25 Adirondack Drive
East Greenwich, RI 02818
nick@thirdeffectmarketing.com
www.thirdeffectmarketing.com

b. Print/Mail subcontractor:

Signature Printing
5 Almeida Avenue
East Providence, RI 02914
Contact: Dan Paquette
401-438-1200
Percentage of work performed - any printing or mailing services!
(approx 15%)

2 Qualifications

a. Third Effect Marketing and Design was founded in August of 2016. Nick DeCesare, sole member strated the company after a 30 year career as a designer, marketing strategist and operations manager at companies in New York City and Rhode Island. He has worked with cleints large and small, including Schneider Electric, Toys R Us, Lancome, Macy's, Blue Cross, AAA, Babson College, UMass, and Phoenix House,

b. Nick believes good quality design requires more than just creativity. Research, analysis and close collaboration with you to reflect your organization's vision, strengths, messages and priorities are paramount. To ensure that his designs align with your expectations, he has developed a three-phase process to guide you through the process.

Phase I: Research

Before any actual creative work begins, Nick conducts extensive background research. He will meet with you to understand your goals, audience needs and project expectations. In addition, he will conduct market, customer and competitive research to gather additional insight. Once our research is complete, he will provide a creative brief to summarize the results of his inquiries

and outline the project, along with a detailed project schedule to ensure on-time delivery.

Phase II: Design

When his analysis is complete and you are satisfied with the initial concepts, design work begins. He keep your communication needs and priorities at the core of every design decision – from colors to image selection to font styles. Typically, he will explore several different creative approaches before centering in the main creative ideas. Based on your feedback, he will evolve these creative approaches into comprehensive design directions. As part of this process, he will deliver at least three creative concepts for your evaluation.

Phase III: Implementation

After you select your preferred creative direction, he will begin design execution. He works with you to select images and write text for the final design pieces. He produces draft outputs for your review and makes sure that your input is reflected before any piece goes into production. When quality standards are achieved, he prepares your design pieces for final production.

- c. As a former board member of the East Greenwich Education foundation, Nick is very familiar with communicating ideas and goals to the town residents. Having lived in East Greenwich for 10 years, Nick also understands the needs within the community and the unique manner in which those needs should be positioned and proposed. to the community.

3. Experience and ability to perform this work

- a. Following the above outlined three-step process, Nick will work with appropriate members of the Twon Committe to develop the required content

- b. References
Jeff Stupakevich
Manager for Advancement Communications
Babson College
781-239-5675

Barry Clifford
Marketing Program and Communications Manager
Alliance Tures of America, Inc
781-321-3910 x211

Missy Pagios
Co-Owner
JoJo Loves You Jewlery
401-663-6677

- c. Nick would be the main contact assigned to this project.

4. Pricing and Timeline

a.

Task Description	Frequency	Date	Estimated Hours	Cost
Preliminary Releases	Weekly	Award of contract through April		
Develop deliverable pieces from content to be developed by the Town Council setting the stage for more information to follow. This content will be made available for future releases. These preliminary releases may require strategic advice only.			1.5 hours per week for 6 weeks	\$900
Distribution of these pieces would be done via digital, print and social media.			N/A	N/A
Provide an estimate of print media for 4,500 homes for three separate pieces.				\$3,780
Release Two	Once	Mid-March		
Develop a "Key Budget Considerations" document with easy to read financial information. Content to be provided by the Town.			5 hours	\$500
Develop associated press release.			1 hour	\$100
Develop associated direct mail distribution pieces. Possibly including pieces developed in the Preliminary Releases.			3 hours	\$300
Develop associated digital distribution pieces.			2 hours	\$200
Release Three	Once	Beginning of April		
Develop an informational video that communicates the economic challenges facing residents and the Town and vividly shows residents the major improvements needed by the Municipality and School District.			20 hours	\$2,000
Total				\$7,780

b. Third Effect can begin work as soon as content is available and deliver according to the outlined schedule.

Thank you for your consideration and the opportunity to participate is this RFQ.

Schmidle, Wendy

From: Nick DeCesare <nickdecesare3@gmail.com>
Sent: Wednesday, March 15, 2017 10:47 AM
To: Schmidle, Wendy
Cc: Coyle, Thomas
Subject: Re: Question on RFQ submission

Hi Wendy,

No, the postage was not included in that estimate.

Assuming you'd mail this at as PreSort Standard, the estimated postage would be approx \$1,260 per drop, or an additional \$3,780 for all 3 drops.

As PreSort First Class, the postage would be approx. \$1,800 per drop or and additional \$5,400 for all 3 drops.

As an FYI, the print pricing I estimated was for a letter package (8.5" x 11" letter, folded and inserted into a #10 window envelope). If you were to consider using an oversize postcard (6"x 10.5"), the estimated price for 3 drops of 4,500 pieces would be approx. \$2,430.00 plus postage (same rates as above would apply).

Thanks for your consideration,
Nick

Nick DeCesare
401-378-6447
nickdecesare3@gmail.com

On Wed, Mar 15, 2017 at 10:23 AM, Schmidle, Wendy <wschmidle@eastgreenwichri.com> wrote:

Good morning,

We have one question with respect to your submission to the East Greewich RFQ – does the preliminary piece cost of \$3,780 include the necessary postage for the 3 runs of 4,500 prints?

Thank you,

Wendy


.....

Wendy S. Schmidle, MS, CGCIO

IT Director


Town of East Greenwich

"Chaos, panic and fear can only be minimized, never eliminated, when it is preceded by preparation and planning"

 125 Main Street | PO Box 111 | East Greenwich, RI 02818

 [401.886.8670](tel:401.886.8670) (desk)

 [401.885.0996](tel:401.885.0996) (fax)

 [401.413.1509](tel:401.413.1509) (cell)

 wschmidle@eastgreenwichri.com

March 13, 2017

Thomas E. Coyle, III
Town Manager
Town of East Greenwich
125 Main Street
East Greenwich, RI 02818

Dear Tom,

As you know, we notified the town that we were interested in submitting qualifications for the Public Relations and Marketing Project posted by the town last week. We downloaded the specifications and prepared our qualifications for your review.

Unfortunately, there seems to be there seems to be somewhat of a controversy surrounding the project that even brought to the realm of talk radio. While we would be more than happy to work with the town, perhaps this particular project is a bit too politically charged at the moment.

However, we do feel that if things settle down at a later time, you might consider some of our other long term strategies as outlined in our qualifications submission. We are therefore still submitting our credentials, (albeit, passed the deadline), so you may have our information on file for any future projects. As stated in the submission, any work done by Jean Ann Guliano is strictly volunteer and we have included pricing for Neil Guliano's videography services.

Thank you for your kind consideration.

Sincerely,

Neil Guliano

Jean Ann Guliano

Enclosure: Submission for Request for Qualifications Public Relations / Marketing
(submitted after 4:00 pm March 13, 2017)

Town of East Greenwich
Public Relations / Marketing Request for Qualifications
Submitted by Neil Guliano & Jean Ann Guliano

1. Company Profile

- a. Neil A. Guliano - videographer
148 Main Street #1, East Greenwich, RI 02818
401-203-6975 naguliano@gmail.com <https://vimeo.com/neilguliano>
- b. Jean Ann Guliano (subcontractor) – public relations, marketing writer, design, media strategy
- 50% of work
300 6th Avenue #614, East Greenwich, RI 02818
401-885-0437, 401-323-5196 jeanann408@gmail.com jaw408@aol.com

2. Qualifications

- a. *Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.*

Each person you will work with, Neil Guliano and Jean Ann Guliano, is an independent freelance contractor. Neil is a videographer/camera operator/director of photography and has 4+ years of experience. Jean Ann is a public relations and marketing writer as well as a media planner and strategist with 30 years of experience.

- b. *Provide a description of your work process.*

Our work process is both friendly and very professional. Each aspect of the project will be well defined and require sign-offs at each step of the process to ensure that both the client and the advisor are always of one mind for the direction of the project. It is essential to clearly define and agree upon goals, strategies, target audience, tactics and rationale before beginning the creative process. Throughout the process, there will be multiple opportunities for client input, including review, editing, changes, preferences, all of which are welcome and essential.

With regard to the distribution of responsibilities:

Jean Ann would be responsible for:

- developing and implementing the overall public relations strategy;
- recommending a comprehensive media strategy;
- assist in editing and guiding the content provided by the town to best communicate the desired goal via digital, print or collateral media;
- design all collateral, documents or print media required and oversee through completion;
- provide and help implement a comprehensive social media strategy;
- assist in developing and recommending overall goals for video product(s).

Neil would be responsible for:

- all aspects of video pre-production including review and approval of the concept to establishing a day-to-day filming schedule;

Town of East Greenwich
Public Relations / Marketing Request for Qualifications
Submitted by Neil Guliano & Jean Ann Guliano

- all aspects of production including scheduling of persons or places to be filmed
- all aspects of post-production including editing and re-shoots, if necessary.
- Final presentation of video and any changes if the client requests them.
- Final delivery in format(s) needed.

c. *Special considerations: Describe why and how your firm is uniquely positioned to serve as the Town's lead marketing strategist, implementer, and advisor in regards to the outlined objectives.*

Both Neil and Jean Ann have been residents of East Greenwich for nearly 20 years. Neil is a product of East Greenwich schools and Jean Ann has served in local town government as well as been involved in many local town organizations. We feel this is important because understanding the town and its residents is key to understanding how to deliver the message.

Second, all work done by Jean Ann is done on a volunteer basis. The only cost would be for the printing and mailing of the collateral. It is privilege to serve and give back to a town that has given our family so much.

Lastly, Neil is a young and upcoming videographer. He may not be as experienced as a major studio or production house, but he has received outstanding training and produces excellent work. His fees are extremely reasonable when compared to the quality of the product you will receive. His reel and references will attest to this.

3. Experience and ability to perform this work

a. *Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.*

- Meetings with the client at their convenience (as many as necessary)
- Minutes of the meetings documenting decisions made and what was approved
- Sign-offs on goals, strategy, tactics, rationale, target audience, etc.

Specifically, we will work directly with the client providing the documents, preliminary copies for revisions and comments, revising as necessary until the client is completely satisfied before moving forward throughout the process.

We would be making media placement recommendations (including social media).

- We would also like to recommend a more aggressive long-term strategy of building more effective and comprehensive communications with town residents that increases the number of residents that the Town may reach on a given day. This can be done through direct mail, social media and by recording town meetings and events. Please find this recommendation in the pink highlighted section of the pricing and timeline table as an add-on.

**Town of East Greenwich
Public Relations / Marketing Request for Qualifications
Submitted by Neil Guliano & Jean Ann Guliano**

- b. *Provide a minimum of three (3) client references.*

Neil Guliano

Krista D'Amico

Communications Coordinator at Rhode Island Coalition Against Domestic Violence
422 Post Road, Suite 102, Warwick, RI 02888
401-467-9940 x103 Krista@ricadv.org

Erica Bussillo

Development Manager at The Autism Project
1516 Atwood Avenue, Johnston, RI 02919
732-742-7757 Erica.Busillo@Lifespan.org

Brian Bouyea

Director at Root Beer Studios
291 Columbia Street, Wakefield, Rhode Island 02880
401-580-2026 BrianBouyea@Rootbeer-studios.com

Jean Ann Guliano

Monika Poulin

Director Human Resources (retired)
The Jan Companies
35 Sockanosset Cross Road, Cranston, RI 02920
401-447-8788 bkhr1@aol.com

Jody Boucher

Publisher/Advertising Director
Southern Rhode Island Newspaper Group
187 Main Street, Wakefield RI, 02879
401-789-9744 jboucher@ricentral.com

Christina Ferranti-Clift

Marketing Director
East Coast Seafood Group (formerly Director of the Spit-Fire Group)
448 Boston Street, Topsfield, MA 01983
978-561-3843 cferranti@s-fire.com

- c. *Provide a list of personnel who would be assigned to the Town of East Greenwich project, along with their credentials and experience.*

Neil Guliano is a talented videographer, camera operator and editor. He is a graduate of both East Greenwich High School and NEIT with a B.S. in Digital Recording Arts. For the past several years, Neil has honed his skills as a second shooter for Mike Picard Motion Pictures and as a freelance videographer creating corporate videos for such clients as The Autism Project, The RI Coalition Against Domestic Violence and The Providence Center

Town of East Greenwich
Public Relations / Marketing Request for Qualifications
Submitted by Neil Guliano & Jean Ann Guliano

Schools. He is up to date on the latest trends and techniques in video and digital media. Please see samples of his work at <https://vimeo.com/neilguliano>

Prior to moving to Rhode Island, Jean Ann Guliano was a media planner and buyer at Wyse Advertising in Cleveland, OH, working on accounts such as Applebee's Restaurants, Uniroyal, J.M. Smucker and Sherwin-Williams. She was asked to join Sherwin-Williams as a Broadcast Advertising Manager and later became their National Media Manager responsible for planning and buying national and local media, promotions and public relations for over 2,600 stores across the country. Upon leaving Sherwin-Williams, starting a family and eventually moving to East Greenwich, Jean Ann provided freelance public relations expertise, marketing writing (including ghost writing) and expert article placement for various companies including Lemley Design, DMR and the Spit-Fire Group. She also worked for Southern Rhode Island Newspapers and for The Jan Companies where she was responsible for communications for the country clubs (newsletters, advertising, website, client contact). Work examples gladly provided upon request. Jean Ann also has a B.A. in Communications from Cleveland State University.

4. Pricing and Timeline

- a. Provide a schedule of fees and estimated time duration for each task for all relevant services described in the Scope of Work with specific details for each of the Phase descriptions in the following table.
- b. The Town is expecting to begin work on this project as soon as the award is made. Provide an estimated completion date for both Phases and whether or not work can begin on March 14, 2017.

Task Description	Frequency	Date	Estimated Hours	Cost
Preliminary Releases	Weekly	Award of Contract through April		
Develop deliverable pieces from content to be developed by the Town Council setting the stage for more information to follow. This content will be made available for future releases. These preliminary releases may require strategic advice only.	Meetings & Communication Daily	Award of Contract Through April	10-30 Depending On client Needs	\$0.00
Distribution of these pieces would be done via digital, print and social media.	As instructed	April	N/A	N/A
Provide an estimate of print media for 4,500 homes for three separate pieces. <i>(Estimate based on utilizing</i>	As instructed per piece	As instructed per piece	10-12	\$1350 – \$2000 per mailing

Town of East Greenwich
Public Relations / Marketing Request for Qualifications
Submitted by Neil Guliano & Jean Ann Guliano

<i>Staples Direct Mail print program which we find most cost efficient. Cost fluctuates depending on type of mailer and includes printing and postage)</i>				depending on piece
Long term Communication Strategy: Daily Facebook posts of activity around town. Photos/videos of new business openings, activities and Swift Community Center, New Neighbors, Schools, Town construction projects, interviews with Town Council members, go inside town businesses, new physicians, new restaurants, etc.	Daily	March – December	1 per day	\$0
Long Term Communication Strategy: Send out mailer to all households requesting response whether they would like to receive town info via email or mail. Inform them of Facebook page, as well.	Quarterly	March-December	20	Printing Cost \$1300-2000 per mailer
Long Term Communication Strategy: Quarterly Newsletter Print and Electronic Information about construction projects, budget issues, new business openings, town events, recap of town events, positive news about town (rankings awards, etc.)	Quarterly	March-December	20-60	Printer Cost \$1500-2000 Per mailer
Release Two	Once	Mid-March		
Develop a “Key Budget Considerations” document with easy to read financial information. Content to be provided by the Town.	Meetings And Communications Daily	Mid March thru April	10	\$0.00
Develop associated press release.	Daily	Mid March-Apr	4 w/revisions	\$0.00
Develop associated direct mail distribution pieces. Possibly including pieces developed in the Preliminary Releases.	Daily until Completion	Mid March - Apr	20	Printing cost \$1300-2000
Develop associated digital distribution pieces.	Daily until Completion	Mid Mar - Apr	8	\$0.00
Release Three	Once	Beginning of April		

Town of East Greenwich
Public Relations / Marketing Request for Qualifications
Submitted by Neil Guliano & Jean Ann Guliano

Develop an informational video that communicates the economic challenges facing residents and the Town and vividly shows residents the major improvements needed by the Municipality and School District.	Daily until completion	April through end of April	Preliminary Meetings 6-8 hours Pre-Production 10-15 hours Filming 1-2 days Editing 25-30 hours	Estimate: \$1500 - \$2500 For basic 3-4 minute video with captions and 2-3 people on screen plus standard in town supplemental shots.
Long Term Communication Strategy: Livestream Video of Town Council Meetings. Meetings filmed with once camera live streamed using town laptop onto Facebook Live (which can also be archived). Videographer would film Council, turn to capture any speakers and any presentations.	2-3 Times per Month	March – December (or fiscal year)	2 hours for meeting plus setup time (3 hours total)	\$150 per meeting
Long Term Communication Strategy: Video of Town Events such as Memorial Day and Veterans Day Parades, Main Street Strolls, Summer's End, Business Openings, Chamber of Commerce Annual Meetings, etc.	As needed	March – December (or fiscal year)	As needed	\$250 for ½ day of filming (under 5 hours) \$25 per hour for editing
Total				

TOWN COUNCIL AGENDA TRANSMITTAL FORM

Town Council Meeting Date: **3/21/2017**

1. Agenda item (List as it should appear on the agenda)
Discussion of Town Budget
2. Submitted by (List department and individual, if necessary)
Town Manager
3. Provide a brief description of the item and why it is on the agenda
4. Contact person and phone number for questions
Tom Coyle, Town Manager 886-8676