



SHAKER HEIGHTS

**Communications and Marketing Committee
Shaker Heights City Hall, Conference Room B
Thursday, February 14, 2019 at 6:30 PM**

1. Approval of the January 17, 2019 meeting minutes

Documents:

[MIN011719.PDF](#)

2. Approval of amendment to shark&minnow contract for 2019-2020

Documents:

[SHARKMINNOWAMEND.PDF](#)

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SHAKER HEIGHTS

Communications & Marketing Committee

Thursday, January 17, 2019

6:30 P.M.

Stephanie Tubbs Jones Community Building

Members Present: Earl Williams Jr., Chairperson, Council Member
Tres Roeder, Council Member
Anne Williams, Council Member
Bill Clawson, Resident Member
Sean Mullen, Resident Member
Timeka Rashid, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, Chief Administrative Officer
Vicki Blank, Communications and Marketing Director
Scott Stephens, School Representative
Julie Voyzey, Communications and Marketing
Hallie Kogelschatz, shark&minnow
Brian Jasinski, shark&minnow
Allie Healy, shark&minnow

Guests: Mity Fowler, Resident Guest
Melanie Sweeney, Resident Guest

The meeting was called to order by Chairperson Earl Williams at 6:35 p.m.

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Approval of the September 20, 2018 Meeting Minutes

Chair Williams asked if there were any changes to the minutes of the September, 20, 2018 meeting. It was moved by Council Member Tres Roeder and seconded by Resident Member Bill Clawson that the minutes be approved as submitted.

Minutes of the September 20, 2018 meeting were approved as submitted.

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Discussion regarding Resident Attract and Retain Campaign

Communications and Marketing Director Vicki Blank introduced Hallie Kogelschatz, CEO and President of shark&minnow, the firm developing the resident attract and retain marketing campaign.

Director Blank indicated that the committee and invited guests would have an opportunity to see a preview of the campaign concepts, along with a refreshed version of the City logo.

Ms. Kogelschatz informed the committee that the campaign was focused around the idea that, “every day is an opportunity to discover something new about the place where you live, especially in an established progressive City like Shaker Heights -- where creativity and self-expression are welcome and fueling private and public innovation.”

The campaign concepts were then shared with the group, which was then asked to provide some personal insights around what it is that they love most about Shaker and the specific reasons that they continue to live here.

A lively discussion followed, during which the group shared numerous examples of uniquely Shaker experiences of living in the community. The group had much to contribute; the team from shark&minnow listened, took careful notes, and occasionally asked for additional information. At the conclusion of the meeting, the participants were invited to forward any additional thoughts or experiences they wished to share with the marketing team in the coming week.

Chair Williams thanked the group for participating and, there being no further business, adjourned the meeting at 7:35 p.m.

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Earl Williams Jr., Council Member, Chair
Communications & Marketing Committee



SHAKER HEIGHTS

Memorandum

To: Members of the Communications and Marketing Committee
From: Victoria Blank, Director, Communications and Marketing
cc: Mayor David E. Weiss
Chief Administrative Officer Jeri E. Chaikin
Date: February 14, 2019
Re: Amendment to contract with shark&minnow

The Communications and Marketing Department requests the Communications and Marketing Committee's recommendation to amend a personal services contract with shark&minnow to include a scope of work to promote Moreland Infill Housing in an additional amount not to exceed \$30,000. The total contract would now be \$165,000. The term of the original contract is from January 1, 2019 through December 31, 2020.

Context

One of the goals of the 2015 Housing and Neighborhood Plan is to "attract new residents to Shaker Heights, increase demand for houses, and increase property values." Among the strategies identified in the plan are:

- Providing "incentives to encourage modernization of properties, especially energy efficiency and accessibility upgrades;"
- "Leveraging City-owned land assets to strengthen neighborhoods;" and
- Developing "a neighborhood marketing, branding, and resident recruitment effort to attract a diverse population of new residents."

The 2016 Shaker Design Competition, a Moreland Rising initiative, was created to seek "architect-builder teams with innovative ideas for high quality, super energy-efficient, owner-occupied housing for middle income households that can serve as a catalyst to attract new residents to neighborhoods that were hard hit by the housing crisis."

Some of the Competition winners entered into development and use agreements with the City to build new homes in the target southern Moreland neighborhood on vacant properties which have been granted 10 year tax abatement. These efforts have laid the groundwork to incentivize purchase by a new group of prospective residents. The amended contract with shark&minnow will develop a promotion and advertising campaign targeting this market. The effort addresses this specifically articulated goal of the Housing and Neighborhood Plan.

Recommendation

The current contract with shark&minnow, which Council approved in October, anticipated the potential for exactly this sort of marketing support to the Moreland Rising initiative. The amended contract provides that additional support.

Funds sufficient to cover the cost of these additional services have been allocated in the Neighborhood Revitalization budget for 2019. The Communications and Marketing Department will be responsible for managing the contract as part of the previously approved contract and now requests that the Communications and Marketing Committee recommend approval of this amended contract with shark&minnow in the amount of \$165,000 for the period January 1, 2019 through December 31, 2020.