

RICHARDSON BAY REGIONAL AGENCY

STAFF REPORT

For the meeting of November 10, 2022

To: Board of Directors
From: Steve McGrath, Interim Executive Director
Subject: Public Relations and Communications: Lighthouse Public Affairs Contract

STAFF RECOMMENDATION:

Motion: Authorize Executive Director to exercise option to cancel existing contract with Lighthouse Public Affairs and execute a contract with Progress Public Affairs on the same terms and condition as the existing contract.

BACKGROUND/DISCUSSION:

At the meeting of February 10, 2022, this Board approved a contract with Lighthouse Public Affairs (LHPA) for public relations and communications. This contract was executed on February 17, 2022, and since that time staff has been meeting weekly with representatives of LHPA to consider outreach strategies, respond to media inquiries and develop a social media presence.

At the initiation of the contract, staff's primary contact was Alex Clemens, a partner in the firm. Mr. Clemens sold his interest in the firm to his partners but continued in his role at the firm and with RBRA, but with our primary strategic point of contact being Will Reisman.

Recently, Mr. Clemens left LHPA, followed shortly thereafter by Mr. Reisman and several other LHPA colleagues. These individuals have formed a new firm, Progress Public Affairs, LLC.

Since the departure of these individuals from LHPA, including the two sole points of contact between LHPA and RBRA, staff has not received any communications from LHPA, other than an invoice for October services.

The contract between LHPA and RBRA includes the following:

Section 13.c

Either party hereto may terminate this Contract for any reason by giving thirty (30) calendar days written notice to the other parties. Notice of termination shall be by written notice to the other parties and be sent by registered mail.

Staff recommends exercising this option, and recommends this Board authorize the Executive Director to communicate this to management at LHPA.

As the two individuals from LHPA with whom staff have had regular contact have both developed an understanding of the issues and assisted communication of RBRA's perspective with the media, and as those individuals are now partners in a new firm, Progress Public Affairs, LLC, and as Progress Public Affairs has expressed a willingness to execute substantially the same contract as RBRA's existing contract with LHPA, and as Progress Public Affairs has committed to the same or greater level of service as previously provided by LHPA, staff additionally recommends authorizing the Executive Director to execute a contract with Progress Public Affairs, LLC.

FISCAL IMPACT:

No fiscal impact.

Attachments:

Attachment 1: Lighthouse Public Affairs Contract