

TOWN
Of
PARADISE VALLEY



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Andrew B. Ching, Town Manager

DATE: November 14, 2024

DEPARTMENT: Town Manager
Andrew B. Ching, 480.348.3533

AGENDA TITLE:

Discussion and Action Authorizing a Contract Amendment to S+C Communications (Scutari and Cieslak, Inc.) for Public Communications Services, increasing their monthly stipend and adding additional services.

SUMMARY STATEMENT:

On February 11, 2021, the Town Council approved a contract with S+C not to exceed \$30,000 with four one-year extensions. On October 28, 2021, their monthly stipend was increased to \$4,150 for their work. Given its limited government model, the Town of Paradise Valley does not have permanent staff with the capacity to respond effectively and efficiently to requests from the media and/or proactively send out information on social media or create press releases on PV activities and topics of interest to our residents and businesses. S+C provides a high level of service to the Town, which includes handling media inquiries, creating and reviewing all press releases and statements, media training to all executive staff, and advising on communication strategies during monthly meetings and beyond with Town Manager and staff. They have proven to be a valuable resource to the Town, regularly and consistently. This Council Action item, if approved, would increase their monthly stipend to \$6000, which is consistent with what they charge other similar clients, and would also add additional duties they would perform on behalf of the Town, namely increased media training and at least three unique social media posts per week, which can be used to promote the Town and its various activities across multiple platforms.

BUDGETARY IMPACT:

The effect of this Contract amendment would be to increase the monthly stipend by \$1850, which would result in a FY25 increase of \$12,950, and \$22,200 annually in successive fiscal years.

RECOMMENDATION:

Staff recommends Council approve the amendment to the contract with S+C Communications (Scutari and Cieslak, Inc.) as described above and attached to this report.

ATTACHMENT(S):

- A. Staff Report
- B. Draft Contract Amendment