


LEGISTAR: 240196
DISTRICT: All

VILLAGE OF LOMBARD
REOUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

 X Resolution or Ordinance (Blue) _____ Waiver of First Requested
_____ Recommendation of Boards, Commissions & Committees (Green)
_____ Other Business (Park)

TO: VILLAGE PRESIDENT AND BOARD OF TRUSTEES
FROM: Scott Niehaus, Village Manager
DATE: May 29, 2024 (B of T) **DATE:** June 20, 2024
TITLE: Professional Services Contract – Public Relations Services
SUBMITTED BY: Carl S. Goldsmith, Director of Public Works 

BACKGROUND/POLICY IMPLICATIONS:

Through a Qualification Based Selection (QBS) process, staff have selected the MECO Consulting Group of Park Ridge, Illinois to assist with marketing, public relations and resident engagement related to public safety facility improvements.

FISCAL IMPACT/FUNDING SOURCE:

Cost: \$25,450.00 – Building Reserve Fund (432.710.7220.75770)
Project #: FM 22-08

Review (as necessary):

Village Attorney	_____	Date	_____
Finance Director	_____	Date	_____
Village Manager	_____	Date	_____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



May 29, 2024

TO: Village President and Board of Trustees

THROUGH: Scott Niehaus, Village Manager

FROM: Carl Goldsmith, Director of Public Works *g*

SUBJECT: Professional Services Contract – Public Relations Services related to Public Safety Facility Improvements

Background

Included in the 2024 CIP are funds to continue the Village's effort to improve the public safety facilities, as identified in the report prepared by FGM Architects. The Village Board accepted the report at the DATE Village Board of Trustees meeting. The report provides the blueprint for the improvement/expansion of police and fire facilities to ensure that the operational needs of each department can be met.

An important aspect of the project is to develop an effective communication strategy for the project(s). Staff understands the importance of being able to tell the story of why and what is needed to make sure that the Village can provide the high-quality services that are expected by the elected officials, the residents and businesses in Lombard. It will be important that the Village is able to tell the story of why facility improvements are needed in Lombard. Part of the messaging will be to show the state of the current facilities and highlight the reasons why they are deficient, inadequate or do not meet today's standards.

In accordance with Village and State requirements, the Village utilized a Qualification Based Selection process for the consultant selection. The Village invited eight (8) public relations/marketing firms to submit qualification statements for the project. Four (4) firms submitted material for the project. The Village utilized a review panel comprised of police, fire and public works personnel to review the qualification statements provided by the consulting firms and have determined that two (2) firms are the right fit for this project.

The first firm, Anomaly Video, specializes in video production work in the municipal sector. They have produced a number of high-quality recruitment videos for police and fire department and have demonstrated their ability to provide the Village with quality products that will be used to convey the need for improvements. Their work will focus on content that can be used on social media and the Village website, as well as for use at open houses or neighborhood meetings. Anomaly Video will provide all services related to the production, including; writing, voiceover, video production, editing, and so on. Anomaly's proposal was based upon an hourly rate per discipline. It is anticipated that the value of the production work will be within the Village Manager's authority per the Village's purchasing manual. As such, this contract is not

being presented to the Board for approval.

The second firm, MECO Consulting Group, provides print, social, media, and support for the public engagement process. Their work effort will focus on developing consistent messaging to convey the need for improved facilities to provide the requisite services from police and fire. The community engagement and outreach efforts will center on providing factual information in a positive and inclusive manner. MECO Consulting Group will create a branded look for the project, so all materials are cohesive and have a similar look. This strategy was highly effective for the Village's Roosevelt Road Watermain Lining Project, which utilized specific graphics, text and landing pages for the public relations component of the project.

MECO proposes to provide the following services under their proposal.

- Postcard mailers to all postal customers
- Flyers
- Display Posters
- Social media graphics/posts
- Website landing pages
- Power Point Presentation(s)
- Press Releases
- E-News Article(s)

MECO's proposal to complete the services summarized above is \$25,450.00. As the value of the contract exceeds the authority of the Village Manager, the item will be placed on the Village Board agenda for consideration. Due to the summer Board of Trustees schedule, the next meeting that this item could be considered would be June 20, 2024. Staff would like to begin this project prior to that meeting to ensure that work can be completed in a timely manner. As such, staff recommends conducting a phone poll of the Village Board and upon approval, place this item on the June 20, 2024, agenda for ratification.

Should you have any questions, please feel free to contact me.

Recommendation

The staff recommends that the Village President and Board of Trustees accept a proposal from MECO Consulting Group of Park Ridge, Illinois in the amount of \$25,450.00 for the Public Relations Services related to Public Safety Facility Improvements

RESOLUTION
R 24-_____

A RESOLUTION AUTHORIZING AN AGREEMENT FOR PROFESSIONAL SERVICES RELATED TO THE PUBLIC RELATIONS SERVICES FOR THE PUBLIC SAFETY FACILITY IMPROVEMENTS PROJECT

WHEREAS, the Corporate Authorities of the Village of Lombard have received a proposed Agreement between the Village of Lombard and MECO Consulting Group regarding professional services related to Public Safety Facility Improvement Project as attached hereto, marked Exhibit "A" and made part hereof (the "Agreement"); and

WHEREAS, the Corporate Authorities deem it to be in the best interests of the Village of Lombard to approve said Agreement;

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DU PAGE COUNTY, ILLINOIS as follows:

SECTION 1: That the Agreement attached hereto as Exhibit "A" is hereby approved.

SECTION 2: That the Village Manager is hereby authorized and directed to execute the Agreement attached hereto as Exhibit "A", as well as any and all other documents necessary to carry out the provisions of said Agreement.

Adopted this _____ day of June, 2024, pursuant to a roll call vote as follows:

Ayes: _____

Nays: _____

Absent: _____

Approved by me this _____ day of June, 2024.

Keith Giagnorio
Village President

ATTEST:

Elizabeth Brezinski
Village Clerk

VILLAGE OF LOMBARD

CONTRACT DOCUMENT NUMBER FM 25-11

This agreement is made this 6th day of June, 2024 between and shall be binding upon the Village of Lombard, an Illinois municipal Corporation hereinafter referred to as (the "Village") and MECO Consulting Group, hereinafter to as (the "Contractor") and its successors.

Witnessed, that in consideration of the mutual promises of the parties delineated in the contract documents, the Contractor agrees to perform the services and the Village agrees to pay for the following services as set forth in the contract documents:

PUBLIC RELATIONS SERVICES MUNICIPAL PUBLIC AFFAIRS, INFORMATION AND RESIDENT ENGAGEMENT

1. This contract shall embrace and include all of the applicable contract documents listed below as if attached hereto or repeated herein:
 - a. Specification and contract document no FM 25-11 for Public Relations Services
 - i) Cover Sheet
 - ii) Table of Contents
 - iii) Invitation to Bid on Contract Document No. FM 25-11 Legal Notice
 - iv) General Terms, Conditions and Instructions
 - v) Specific Terms, Conditions and Instructions
 - vi) Proposal Form
 - vii) Plans and Specifications and Specification Deviation Form
 - b. The Contractor's Proposal dated May 16, 2024
 - c. Required Performance and Payment Bonds and Certificate of Insurance
2. The Village agrees to pay, and the Contractor agrees to accept as full payment for the project, which are the subject matter of this contract the total sum of \$25,450.00 paid in accordance with the provisions of the Local Government Prompt Payment Act.

3. The Contractor represents and warrants that it will comply will all applicable Federal, State and local laws concerning prevailing wage rates and all Federal, State and local laws concerning equal employment opportunities.
4. The Contractor shall commence work under this Contract upon written Notice to Proceed from the Village and shall complete work on this project within 30 calendar days from the date of the Notice to Proceed. Time is of the essence of this Contract and Contractor agrees to achieve completion within the contract time by all proper and appropriate means including working overtime without additional compensation.
5. Bonds required to guarantee performance and payment for labor and material for this work shall be in a form acceptable to the Village and shall provide that they shall not terminate on completion of the work, but shall be reduced to ten percent (10%) of the contract sum upon the date of final payment by the Village for a period of one (1) year to cover a warranty and maintenance period which Contractor agrees shall apply to all material and workmanship for one (1) year from the date of issuance of the final payment by the Village.
6. Pursuant to the provisions of Section 5 of the Mechanics' Lien Act of Illinois, prior to making any payment on this contract the Village demands that the Contractor furnish a written statement of the names of all parties furnishing labor and/or materials under this Contract and the amounts due or to become due on each. This statement must be made under oath or be verified by affidavit. Final payment shall not be issued by the Village nor shall any retained percentage become due until releases and waivers of lien have been supplied as the Village designates.
7. In executing this Contract, Contractor agrees that it has examined the site of the work and the conditions existing therein, has examined the Contract Documents and taken and compared field measurements and conditions with those Documents.
8. This Contract represents the entire Agreement between the parties and may not be modified without the written approval of both parties.

IN WITNESS WHEREOF, the Village of Lombard, Illinois by _____, Village President, and the Contractor have hereunto set their hands this ___day of _____, 2024.

If an individual or partnership, all individual names of each partner shall be signed or if a corporation, an officer duly authorized shall sign here:

Accepted this 30 day of May, 2024.

Individual or Partnership _____ Corporation X

Thauran Metemami

President

By

Position/Title

By

Position/Title

MECO Consulting Group

Print Company Name

THE VILLAGE OF LOMBARD, ILLINOIS

Accepted this 6 day of June, 2024.



Scott Niehaus
Village Manager

VILLAGE OF LOMBARD
CONTRACTOR'S CERTIFICATION

Maura El Meterrani, having been first duly sworn, depose and states as
(Officer or Owner of Company)
follows:
I am the President for MECO Consulting Group, (the
"Contractor"),
(Title)

which has submitted a proposal for the **PUBLIC RELATIONS SERVICES MUNICIPAL PUBLIC AFFAIRS, INFORMATION AND RESIDENT ENGAGEMENT**, to the Village of Lombard and, having personal knowledge of the matters certified to herein, and being authorized by the Contractor to make the certifications set forth herein, hereby certifies that said Contractor:

1. has a written sexual harassment policy in place, in full compliance with 775 ILCS 5/2-105(A)(4);
2. is not delinquent in the payment of any tax administered by the Illinois Department of Revenue, or if it is:
 - a. it is contesting its liability for the tax or the amount of tax in accordance with procedures established by the appropriate revenue Act; or
 - b. it has entered into an agreement with the Department of Revenue for payment of all taxes due and is currently in compliance with that agreement;
3. is in full compliance with the Federal Highway Administration Rules on Controlled Substances and Alcohol Use and Testing, 49 CFR Parts 40 and 382, and that

(Name of employee/driver or "all employee drivers")
is/are currently participating in a drug and alcohol testing program pursuant to the
aforementioned rules; and

4. is not barred from contracting with any unit of state or local government as a result of a violation of either Section 33E-3 or 33E-4 of Article 33E of the Illinois Criminal Code of 1961.

By: Maura El Meterrani
Authorized Agent of Contractor

Subscribed and sworn to
before me this 31
day of May, 2024.

Brittany Van Oostenbrugge
Notary Public



ADDITIONAL INSURED ENDORSEMENT

Name of Insurer: Travelers Insurance
Named Insured: MECO Consulting Group LLC
Policy Number: 680-9N632821-23-42
Policy Period: October 2, 2023-October 2, 2024
Endors. Effective Date: 05/30/20204

This endorsement modifies coverage provided under the following:

Commercial General Liability Coverage Part

Name of Individuals or Organization: MECO Consulting Group LLC

WHO IS AN INSURED section of the policy/coverage document is amended to include as an insured, the individuals or organization shown above, but only with respect to liability “arising out of your work”.

For purposes of this endorsement, “arising out of your work” shall mean:

1. Liability the Additional Insured may incur resulting from the actions of a contractor it hires.
2. Liability the Additional Insured may incur for negligence in the supervision of the Named Insured Contractors work.
3. Liability the Additional Insured may incur for failure to maintain safe worksite conditions.
4. Liability the Additional Insured may incur due to joint negligence of the Named Insured Contractor and the Additional Insured.



Proposal for Public Relations Services,
Municipal Public Affairs,
Information and Resident Engagement
for the Village of Lombard



MECO Consulting Group

May 3, 2024



May 16, 2024 - REVISED

Carl Goldsmith
Director of Public Works
255 E. Wilson Avenue
Lombard, IL 60148

Dear Mr. Goldsmith:

On behalf of MECO Consulting Group, we respectfully submit this REVISED proposal for PUBLIC RELATIONS SERVICES, MUNICIPAL PUBLIC AFFAIRS, INFORMATION AND RESIDENT ENGAGEMENT for the Village of Lombard.

MECO Consulting Group and our partners are very interested in working with the Village of Lombard on the Public Safety Expansion project. We have extensive experience in the field of municipal communications, public relations and resident engagement and specifically on similar public safety facility projects.

MECO Consulting Group and project partners will comply with all terms and conditions as indicated in the RFQ.

MECO Consulting Group is a corporation and will serve as the primary contact and fiduciary for all partners involved in this project.

MECO Consulting Group and project partners do not discriminate in its employment practices with regard to race, color, religion, age (except as provided by law), sex, marital status, political affiliation, national origin, or handicap.

The person signing this proposal is the president and owner and is authorized to do so on behalf of the company.

Key Contacts:

Maura El Metennani
President, MECO Consulting Group
773-818-7822
maura@mecoconsulting.com

Ann Tennes
President, Ann Tennes Communications, LLC
847-207-7111
atennesocc@gmail.com
www.anntennes.com

Mailing Address

MECO Consulting Group
842 Forestview Avenue
Park Ridge, IL 60068
P: 773-818-7822
maura@mecoconsulting.com

Thank you for your consideration, we are happy to answer any questions.

Sincerely,

Maura El Metennani
President, MECO Consulting Group

PROPOSER QUALIFICATIONS:

Maura El Metennani
MECO Consulting Group

Maura El Metennani has over 25 years of marketing and public relations experience with a focus in local government and non-profit sectors. Her areas of focus include communications, public relations, social media management, project management, graphic design and special event planning. Ms. El Metennani has a Master's Degree in Public Administration with a specialization in Management.



Maura is currently assisting the Village of Wilmette with outreach and communication efforts related to the construction of a new Police Station. Maura has worked closely with staff in the Manager's office and police department to develop materials and strategies for public outreach. These include a flyer, postcard, posters and more. She is also coordinating with a video production company to produce a video about the project.

Maura was also involved in similar projects in the Village of Mount Prospect, both as an employee and, later as a consultant. She participated in initial efforts regarding space studies and discussions regarding a new fire station in Mount Prospect. She also assisted with promotional materials (postcard, flyer) for a new Police Station in the Village.

REFERENCES

Maura El Metennani, MECO.Consulting.Group

Erik Hallgren
Assistant Village Manager
Village of Wilmette
P (847) 853-7638
hallgrene@wilmette.com

Served as Communications Consultant for the Village for three years (2021-present). Responsible for weekly E-Newsletters, social media posts, print newsletter, other promotional print materials including postcards, posters, brochures, flyers and other graphics. Currently assisting with materials for New Police Station project.

Bryon Vana
City Administrator
City of Darien
P: (630) 353-8114
bvana@darienil.gov

Served as Communications Consultant for the City for three years (2021-present). Responsible for weekly E-Newsletters, social media posts and print newsletter.

Jim Grabowski
City Manager
City of Elmhurst
P: 630-530-3010
James.Grabowski@elmhurst.org

Filled in for maternity leave for Communications Manager on three occasions. Responsible for weekly e-newsletters, social media posts, print newsletter and other promotional materials.

PROPOSER QUALIFICATIONS:

**Ann Tennes, President
Ann Tennes Communications, LLC**

Ann Tennes is an expert in strategic communication and community engagement for local government. With 25 years of experience as the Director of Marketing and Communications for the Village of Skokie, Illinois, she is dedicated to promoting inclusive community engagement and implementing top-notch communication practices in local government. During Ann's tenure with Skokie, the Village opened a new Police Station (2010) and new Fire Station (2003), with Ann leading public information and community engagement on those projects. In her prior position as Assistant Executive Director of the Solid Waste Agency of Northern Cook County (SWANCC, 1992 to 1998), she led public information and community engagement around the opening of SWANCC's Glenview Transfer Station in 1994. As a certified facilitator and educator, Ann has been an instructor at Northern Illinois University for over 10 years and has presented on government communications and engagement at numerous national and local conferences.



REFERENCES

ANN TENNES, ANN.TENNES.COMMUNICATIONS

Brian Baker
Former Police Chief, Village of Skokie
847-418-1089
brianbaker@juf.org

Collaborated from 2020 to early 2023 when Ann led the year-long Skokie Police Use of Force Policy Community Review and, subsequently, worked with and developed the initial annual findings report for the new Skokie Police Use of Force Review Board.

Greg Kuhn, PhD
Director, Northern Illinois University Center for Governmental Studies
630-939-4036
Gkuhn@niu.edu

Engaged by Greg to conduct numerous trainings focused on local government communications, crisis communications, branding and community engagement over the past 10 years, the most recent in April 2024.

Cindy Whittaker, EdD
Superintendent
Skokie School District 72
847-929-1050
cwhittaker@fairview72.com

Developed and manages a strategic content calendar and creates content for the District's print newsletter distributed to all District residences three times annually.

WORK PLAN

MECO Consulting Group and its project partners will work closely with Village staff to understand the project and its context to learn what communication methods and tactics have been successful with the community.

It is crucial to tell the story of why these facilities are so needed in Lombard. Our approach will be to show the state of the current conditions and highlight the reasons why they are deficient, inadequate or do not meet today's standards. We will develop consistent messaging to convey these issues to the public, garnering their understanding and support.

The community engagement and outreach efforts will center on providing factual information presented in a positive and inclusive manner, with discussion centering around specific questions, graphics, options, and more. Those who participate will leave greater knowledge of the project purpose and, importantly, with a sense that their opinions have been heard and matter. A summary report of questions key themes that emerge will be created after each community engagement and outreach event.

We will create a branded look for the project so all materials are cohesive and have a similar look.

Proposed materials include:

- Postcard mailers to all postal customers (3)*
- Flyers*
- Display Posters*
- Social media graphics/posts
- Website landing pages
- Power Point Presentation
- Press Releases
- Newsletter Article/Insert

Proposed outreach efforts:

- Focus Groups (3) - Staff, Elected Officials, Community Members
- Open Houses (2) - 1 for Fire, 1 for Police
- Public Forum
- Create tool kit for Village of Lombard representatives (staff and elected officials) to use when interfacing with the community at local events such as service club meetings, farmers market, car show and other community events.

PROPOSED SCHEDULE

Week of May 20	Schedule Kick-off Meeting
June-July	Develop and refine materials
June-July	Conduct focus groups
July	Police Open House
September	Fire Open House
October	Public Forum

PROPOSED FEE

Total Proposed Fee \$25,450

Includes:

Meetings with staff/General communication/Research	\$3,000
Development of Materials	\$5,000
<ul style="list-style-type: none"> • Postcard mailers to all postal customers (3)* • Flyers* • Display Posters* • Social media graphics/posts • Website landing pages • Power Point Presentations • Press Releases • Newsletter Article/Insert 	
Outreach efforts^	
Focus Groups – 3 @ \$2,650	\$7,950
Open Houses (2 - 1 for Fire, 1 for Police)	\$5,000
Public Forum	\$4,000
Tool Kit	\$500

\.Pricing.includes.content.development.and.layout.design;.Does.not.include.printing--mailing.costs

[]Fee.includes.planning?development?facilitation.and.summary.report.of.events;.Supplies.will.be.billable.to.client

BILLING RATES

Current billing rates for all key personnel:

Maura El Metennani - \$100/hour

Ann Tennes: \$150/hour

This proposal is valid for 60 days from May 3, 2024.

Qualifications and Relevant Experience

Village of Mount Prospect

As MECO Consulting (since 2017)

- Management of social media accounts, develop content and images, produce monthly schedules and execute posting
- Responsible for issuing press releases and posting news items to Village web site and social media outlets
- Content and design of monthly Village E-News

As Employee of Village (1999 – 2012)

- Managed production of Village Newsletter including design, writing, editing, budgeting and overseeing printing and mailing of publication
- Responsible for design and coordination of publications and other materials
- Responsible for management of Village web site and coordinating department content and updates
- Coordinated media relations including fostering of relationships with local press, developing and issuing of press releases, arranging media events
- Introduced and managed social media efforts including Facebook and Twitter accounts
- Created and managed Experience Mount Prospect program to promote shopping, dining and local events. Outlets included Web site, E-Newsletter and Social Media as well as print materials and public relations campaigns.
- Responsible for planning, execution and promotion of Village events



Mount Prospect Public Works Dept.

- Management of social media accounts, develop content and images, produce monthly schedules and execute posting.
- Provide layout, design and coordination of printing services for Department Annual Report since 2016
- Developed Department Communications Strategy
- Reviewed and provided recommendations for reorganizing department section of web site
- Implementation of several campaigns and related materials regarding department services including EasyPark commuter permit parking program and EasyRead water meter reading
- Designed and coordinated production of street banners



Qualifications and Relevant Experience

City of Elmhurst

Served as interim Communications Manager for the City of Elmhurst (January - April 2017, September - December 2018, April - July, 2021)

- Management of social media accounts, developed content and images, produced monthly schedules and executed posting
- Managed production of City print Newsletter including content development, layout and design as well as coordination of printing and mailing of publication.
- Management of City web site.
- Design and coordination of publications and other materials.
- Composed and distributed press releases.
- Developed content and design of e-newsletters
- Coordinated trolley program
- Developed materials for water meter replacement campaign



GovHR USA

- Develop content and manage posting and scheduling to social media accounts including Facebook, Twitter and LinkedIn
- Layout and design of Executive Recruitment Brochures
- Layout and design of marketing materials
- Developed marketing recommendations
- Review and analysis of web site



Qualifications and Relevant Experience

Schaumburg Prairie Center for the Arts

- Responsible for composition and distribution of press releases, gaining regional coverage of Prairie Center performances.
- Responsible for management of social media outlets.
- Recommended and coordinated paid social media advertising.
- Responsible for design, composition and distribution of E-Newsletters.
- Researched, recommended and implemented certain paid advertising campaigns with various media outlets.
- Developed outreach materials and logos for Prairie Center Foundation.



Mount Prospect Downtown Merchants Association

- Responsible for marketing and promotion of community-wide events including Pub Crawls and Oktoberfest that included print materials, press releases, E-Newsletters, social media and more.
- Conducted strategic planning and goal setting session for the organization.

