



City of Naples

City Council Minutes

Workshop Meeting 10/04/88

City Council Chambers
735 Eighth Street South
Naples, Florida 33940

-SUBJECT-

Pa

INTERVIEWS WITH FIRMS PROPOSING TO SUPPLY PUBLIC RELATIONS SERVICES TO THE CITY OF
NAPLES:

Media & Marketing Associates
Naples, Florida

Image Directions, Inc.
Naples, Florida

Weichert-Moss-Bennett
Fort Myers, Florida

Robert Schroer
Naples, Florida

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Mayor Putzell called the meeting to order and presided as Chairman:

Present: Edwin J. Putzell, Jr.,
Mayor

Kim Anderson-McDonald
William E. Barnett
Alden R. Crawford, Jr.
John T. Graver
Paul W. Muenzer
Lyle S. Richardson,
Councilmen

Also Present:

Franklin C. Jones, City Manager
David W. Rynders, City Attorney
Tara A. Norman, Administrative Assistant
Jodie M. O'Driscoll, Deputy Clerk

Debra A. Hilgeman, Media & Marketing
Gene Anderson, Media & Marketing
E. Brent Snodgrass, Image Directions
Dave Fuller, Image Directions
Bob Moss, Weichert-Moss-Bennett
Robert Schroer

Lori Darvas, Naples Daily News

INTERVIEWS WITH FIRMS PROPOSING TO SUPPLY
PUBLIC RELATIONS SERVICES TO THE CITY OF
NAPLES:

Media & Marketing Associates
Naples, Florida

Ms. Debra Hilgeman, President, and Mr. Gene Anderson, Senior Consultant, of Media & Marketing Associates briefly reviewed their firm's proposal (Attachment #1) and personal resume of its employees.

Councilman Graver asked about the client relationship Media & Marketing Associates enjoyed with Naples Airport Authority. Ms. Hilgeman explained she has worked with them for the past two and one-half years on a handshake agreement, charging them hourly.

In response to Mr. Crawford, Media & Marketing Associates President Hilgeman responded that the City needs a public relations firm to keep its citizens informed. An objective party can usually provide unbiased information, she explained, as would be gathered from the general public via surveys if they were selected.

Mayor Putzell asked the group to evaluate present public relations efforts in the City. Mr. Anderson said he believed it to be diffused, the City could do more to inform the people.

Image Directions, Inc.
Naples, Florida

Mr. E. Brent Snodgrass, President, and Dave Fuller, Partner, of Image Directions, Inc., briefly reviewed their firm's proposal (Attachment #2) and personal resumes.

COUNCIL MEMBERS	M O T I O N S	S E C O N D S	Y E N S O	VOT	B S E N N T

CITY OF NAPLES, FLORIDA

City Council Minutes

Date 10/04/88

COUNCIL MEMBERS

MOTION

SECTION

VOTE

In response to Mr. Graver, the group explained that they were a new company in the area and have not yet acquired a clientele list.

Councilman Crawford asked why a public relations firm was needed for the City. Mr. Snodgrass explained that he believed it important for government to be close to the people and communicate effectively.

Weichert-Moss-Bennett
Fort Myers, Florida

Mr. Bob Moss, Executive Vice-President, briefly reviewed his firm's proposal (Attachment #3) and said he was available for questions. His group's philosophy is that public relations should be used on an as-needed, case-by-case basis.

Councilman Richardson asked if Mr. Moss had any proposals with regard to specific issues for the City. He advised he did not and, further, that it would have been presumptuous on the part of his company to make such proposals without the benefit of Council's position.

Mayor Putzell said he believed this field of communication to also include creativity. By offering creative ideas it would help Council perform its job better, such as has been experienced from the People to People program, he said. Referring to the City's present staff, Mr. Moss commented that many creative ideas are generated among key personnel given the resources of time and brainstorming. In response to Mr. Graver, Weichert-Moss-Bennett Representative advised that if his firm came up with an idea, they most certainly would present it to Council.

Robert Schroer
Naples, Florida

Mr. Robert Schroer briefly reviewed his firm's proposal noting his past accomplishments for the City (Attachment #4) and his personal resume.

Councilman Crawford asked what he thought about payment on a case-by-case basis. Mr. Schroer said he did not believe that he would have come up with some of the ideas currently in effect because he would be working only on a part-time basis which is not an efficient way of handling this type of program.

ADJOURN: 4:47 p.m.



EDWIN J. PUTZELL, JR., Mayor

Janet Cason
JANET CASON
CITY CLERK

Jodie M. O'Driscoll
JODIE M. O'DRISCOLL
DEPUTY CLERK

These minutes of the Naples City Council were approved on OCTOBER 19 1988.

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ATTACHMENTS ARE ON FILE IN THE CITY
CLERK'S OFFICE.