

## **A G E N D A**

### **REGULAR MEETING OF MAYOR AND COUNCIL OF NOVEMBER 17, 2014**

6:00 P.M. Work Session  
Discussion of Agenda Items

I. Call to Order – 7:00 p.m. – Mayor David Lockhart

II. Invocation

III. Pledge of Allegiance

IV. Roll Call

V. Approval of Minutes

1. Work Session of Mayor and Council of November 3, 2014
2. Regular Meeting of Mayor and Council of November 3, 2014
3. Special Called Meeting of Mayor and Council of October 30, 2014

VI. Comment Period

VII. Agenda Items

1. Keep Forest Park Beautiful – Beautification Award
2. Recognition of Babb Middle School Football Team

#### **RENEWAL OF RETAIL ALCOHOL LICENSE FOR BEER AND WINE**

3. Shree Gogajikrupa LLC, Parkway Bottle Shoppe, 11 Forest Parkway, no exceptions noted
4. Mou Enterprises, Forest Park Food Mart, 4193 Jonesboro Road, no exceptions noted
5. GJMMA, Inc. Buddy's Food Mart, 5891-A Ash Street, no exceptions noted

6. SAB Mart, Inv. Piggly Wiggly, 4769 Jonesboro Road, no exceptions noted
7. Old Dixie "C" Store, Inc., Texaco Food Mart, 5111 Old Dixie Highway, no exceptions noted
8. Consider Krachelle Agency as the vendor for the Christmas Parade T-shirts
9. Discuss the hiring or retaining of a public relations staff member or consultant to assist the City of Forest Park with media and public relations
10. Discussion of recommendation to authorize Investigation of the Public Works Department
11. Appointment of Solicitor

VIII. Legal Matters

IX. Comments by Governing Body

X. Adjournment

**NOTE: The next Regular Council Meeting will be held on Tuesday, December 2, 2014 due to the Christmas Parade on Monday night.**

## MINUTES

### SPECIAL CALLED MEETING OF OCTOBER 30, 2014

Call to Order: The Special Called Meeting of October 30, 2014 was called to order by Mayor David Lockhart at 8:00 a.m.

Present: Mayor David Lockhart, Mayor Pro-tem Maudie McCord and Councilmembers Latresa Akins, Tommy Smith, Dabouze Antoine and Linda Lord.

Also present were City Manager Frank Brandon, Director of Public Works Jeff Eady and City Attorney Mike Williams.

Mayor Lockhart explained the purpose of this meeting is to hear from Public Works employees concerning any grievances or concerns they may have in general terms. Any specific incidents will be handled in Executive Session.

Mayor Lockhart opened the floor for general discussion. Employees who spoke voiced concerns about the following:

- Did not feel they were paid enough
- Preferential treatment on overtime and not treated fairly
- Present employees were overlooked for promotions within the department
- Employees qualified for the positions are overlooked.
- They were let down by the Police Department when they went and expressed concerns
- Retaliated against if they speak up to a supervisor
- Employees hired aren't qualified for the position
- Friends and relatives get jobs and treated differently
- Only certain employees are sent for random drug tests
- Don't see disciplinary actions in place
- Morale very low
- Certain employees are holding grudges
- Certain policies are not being followed, process breaks down and should be kept in place
- Employees that do not live in City should not be on call
- Need a standard policy on take home vehicles

- No trust in Supervisors, and some are not qualified to be in that position
- Would like to see reimbursement for education and certifications

Ms. Akins made a motion to enter into Executive Session minus the Director and immediate Supervisors, seconded by Mr. Antoine. Ms. Akins withdrew her motion.

Ms. Akins made a motion to enter into Executive Session with all Public Works employees and then ask certain individuals to exit the meeting, seconded by Mr. Antoine. Voting for the motion was unanimous.

The Special Called Meeting was reconvened.

Ms. Akins made a motion to reconvene the Executive Session with the employees of the Public Works Department with the exception of the following:

- Winston Carter
- Bobby Jinks
- Walt Thomas
- Tonya Thomas
- Rusty Still
- Jeff Eady
- Terry Allgood
- Shanae Bullard

Seconded by Mr. Antoine. Voting for the motion was unanimous.

Mr. Antoine left the meeting during the Executive Session.

The Special Called Meeting was reconvened.

Ms. McCord made a motion to accept the minutes of the Executive Session of October 30<sup>th</sup>, seconded by Ms. Akins. Voting for the motion was unanimous.

Adjournment: Ms. Lord made a motion to adjourn, seconded by Ms. McCord. Voting for the motion was unanimous.

## MINUTES

### WORK SESSION OF MAYOR AND COUNCIL OF NOVEMBER 3, 2014

Call to Order: The Work Session of Mayor and Council of November 3, 2014 was called to order by Mayor David Lockhart at 6:00 p.m.

Present: Mayor David Lockhart, Mayor Pro-tem Maudie McCord and Councilmembers Linda Lord, Dabouze Antoine, Latresa Akins and Tommy Smith.

Also present were City Manager Frank Brandon, Director of Finance Mike Blandenburg, Director of Support Services Christine Terrell, Director of Public Works Jeff Eady, Director of Planning and Zoning Al Wiggins, Major Chris Matson, Management Analyst Angela Redding and City Attorney Mike Williams.

Agenda Items: *Resolution to enter into agreement with Utility Service Partners:* Mayor Lockhart stated at the last meeting, a representative from this Company gave the council information about the warranty program and the proposed agreement is now being presented for approval.

*Request to change Councilmembers pay period from monthly to bi-weekly:* Mayor Lockhart stated this change would require an Ordinance amendment and recommended if it is approved, to ask Council to request an Ordinance be prepared to be voted on at the next meeting.

*Request approval of Councilman Antoine to attend the Power and Policy Conference in Washington, D.C.* Mayor Lockhart stated we have already voted on a budget and it allocates funds for each council member to travel for City business. He said as long as Councilman Antoine's trip is city business, then effectively we have already voted on it and approved it, but we did have a councilmember that wasn't clear that this was city business. Mayor Lockhart asked Mr. Antoine to explain this trip. Mr. Antoine stated he was invited to attend this conference which is non-partisan, and for elected officials with immigrant backgrounds. He stated this is the second annual conference and other lawmakers

will be there so he could network and learn all of the opportunities and resources available in Washington. He stated he would come back to the city and updating the city on resources and grants and other information. He stated this will benefit the City by the City being able to step out of Clayton County and go to Washington to learn and get resources and come back and share it with the City.

Mayor Lockhart stated the budget does include a travel budget and the only relevant question is, is this city business?

Ms. Lord stated it was for 1<sup>st</sup> and 2<sup>nd</sup> generation immigrants and was not sure he would qualify. Ms. McCord stated she did not see the benefit. Ms. Akins stated anytime you can gain more knowledge to help with your duties, it would be beneficial.

Adjournment: Ms. Lord made a motion to adjourn, seconded by Mr. Smith. Voting for the motion was unanimous.

## MINUTES

### REGULAR MEETING OF MAYOR AND COUNCIL OF NOVEMBER 3, 2014

Call to Order: The Regular Meeting of Mayor and Council of November 3, 2014 was called to order by Mayor David Lockhart at 7:30 p.m.

Invocation: The invocation was given by Mr. Roy Lunsford followed by the Pledge of Allegiance to the American Flag.

Roll Call: Mayor David Lockhart, Mayor Pro-tem Maudie McCord and Councilmembers Linda Lord, Dabouze Antoine, Latresa Akins and Tommy Smith.

Also present were City Manager Frank Brandon, Director of Finance Mike Blandenburg, Director of Support Services Christine Terrell, Director of Public Works Jeff Eady, Director of Planning and Zoning Al Wiggins, Major Chris Matson, Management Analyst Angela Redding and City Attorney Mike Williams.

Approval of Minutes: Ms. Akins made a motion to approve the minutes of the Work Session and Regular Meeting of October 20, 2014 and the minutes of both Special Called Meetings of October 27, 2014, seconded by Mr. Antoine. Voting for the motion was unanimous.

Comment Period: Pamela Lake – thanked the Public Works employees for their service and stated the URA would like to have placed on the agenda, to begin the process of getting a public relations firm to help us in our business with the City. She asked this placed on the agenda.

Ms. Wanda Folomi – stated we are not moving forward. She thanked the police department and EMS department. She would like the members of the URA to have more information concerning things happening in the City. She stated the citizens are not happy and want to know what is going on with Fort Gillem., what we are spending and what we are receiving.

Proclamation: Ms. Redding introduced the Family, Career and Community Leaders of America Chapter at Babb Middle School. They attended the National Conference in San Antonio, Texas as well as the Georgia National Fair in Perry, Ga. Mayor Lockhart presented the students with a Proclamation.

Renewal of Alcohol Licenses: Request was made to approve the following alcohol licenses:

**RENEWAL OF RETAIL ALCOHOL LICENSE FOR BEER AND WINE**

- All American Quality Foods, Inc. Food Depot, 792 Morrow Road, no exceptions noted
- SNZ, Inc. Chevron Food Mart, 4441 Jonesboro Road, no exceptions noted
- Refresh Investments, Inc. Texaco Food Mart, 503 Forest Parkway, no exceptions noted
- Neelam Investments, Inc., Happy Food Mart, 5971 Ash Street, no exceptions noted
- Shree Dharm, Inc. Royal Food Mart, 5604 Old Dixie Highway, no exceptions noted

**RENEWAL OF RETAIL ALCOHOL LICENSE FOR LIQUOR, BEER AND WINE**

- Golden Bridge Enterprise, Inc. Holiday Bottle Shop, 791 Morrow Road no exceptions noted

**RENEWAL OF ON-PREMISES CONSUMPTION ALCOHOL LICENSE (BEER ONLY)**

- Forest Wing and Fish, 4430 Jonesboro Road, no exceptions noted
- Rio Grande Restaurant, LLC, Rio Grande Restaurant, 4609 Jonesboro Road, no exceptions noted
- Rio Grande Restaurant, LLC, Rio Grande No. 2, 5592 Old Dixie Highway, no exceptions noted



**RENEWAL OF ON-PREMISES CONSUMPTION ALCOHOL  
LICENSE FOR BEER AND WINE**

- B & E Bowling, Inc. Funtime Bowl Forest Park, 4839 Jonesboro Road, no exceptions noted
- Golden Gate Restaurant, Inc. 4353 Jonesboro Road, no exceptions noted

**RENEWAL OF ON-PREMISES CONSUMPTION ALCOHOL  
LICENSE FOR LIQUOR, BEER AND WINE**

- JB'S Billiards, LLC, JB's Billiards & Bar, 4148 Jonesboro Road, no exceptions noted
- Restaurant Forest, 5025 Jonesboro Road, no exceptions noted

Ms. Lord made a motion to approve the request for alcohol licenses, seconded by Mr. Smith. Voting for the motion was unanimous.

Resolution-  
Utility Service  
Partners:

Request was made to consider a Resolution of the City of Forest Park Mayor and City Council authorizing the City Manager to enter into an agreement with Utility Service Partners Private Label, Inc. d/B/A Service Line Warranties of America (SLWA) to provide services to the Community; provide for severability and provide for an effective date.

Ms. Lord made a motion to approve the Resolution, seconded by Mr. Smith. Voting for the motion was unanimous.

Appointment  
Of Solicitor:

Mr. Antoine made a motion to appoint Ms. Kristal Holmes as Solicitor for the City of Forest Park, seconded by Ms. Akins. Voting for the motion were Mr. Antoine, Ms. Akins and Ms. McCord. Voting against the motion were Mr. Smith and Ms. Lord. The motion carried.

Approval to  
Change Council  
Pay Period:

Request was made to approve the Councilmembers pay period from monthly to bi-weekly.

Mr. Dabouze made a motion to instruct our City Attorney to draft a proposed Ordinance that would change the structure of the Councilmembers pay from monthly to bi-weekly, seconded by Ms. Akins.

Voting for the motion were Mr. Antoine and Ms. Akins.  
Voting against the motion were Mr. Smith, Ms. Lord and Ms. McCord. The motion failed.

Approval to  
Attend  
Conference:

Request was made to approve Councilman Antoine to attend the Power and Policy 2014 Conference in Washington, D.C.

Mr. Antoine stated this should not be on the agenda since we have a budget set for this. He asked the City Attorney if the Council does not vote for this he still has his ward money for this trip. Mr. Williams replied yes.

Mr. Smith felt that Mr. Antoine should not be voting on this matter.

Mayor Lockhart asked for instruction from the City Attorney. Mr. Williams stated the path the Council is going down is that in the future all council travel may be subject to a vote. It should be considered given the fact you have already approved the budget for this type of travel. He stated he has previously provided guidance about what Council could use ward money for and since it is official city business, it could be used for that as well. He stated if you put this to a vote, you will be setting policy for all future travel. Mr. Williams stated this is not a conflict of interest in that he is not benefitting in a personal way and does not see a conflict in him voting on it.

Mayor Lockhart asked who makes the call on whether he should be excluded from considering the vote. Mr. Williams stated when there is a conflict of interest, the individual who is subject to the conflict, should make that decision. They are the person subject to any discipline related to that and does not believe the Council has the ability to preclude him from voting.

Ms. Akins stated we should take it off the agenda and let him decide if he wants to use his ward money since it's already in the budget and accounted for.

Mayor Lockhart stated the Council does not have to vote on this unless there is a motion.

Ms. Lord stated the Council should vote on this only if the Council feels it is in city's interest to go.

Mr. Antoine made a motion to remove this item from the agenda, seconded by Ms. Akins. Voting for the motion were Mr. Smith, Ms. Lord and Ms. McCord. The motion failed.

Ms. Akins made a motion to approve the request for travel and accommodations through the budget item that has been allocated for Mr. Antoine, seconded by Mr. Antoine.

Mr. Antoine asked Mr. Williams if the vote does not pass, he can still use his ward money. Mr. Williams stated yes.

Mayor Lockhart stated if council rejects this request, and Council is expressing their opinion that this not city travel, it doesn't seem to be any more acceptable to use ward money that it would travel money.

Ms. McCord stated she does see where this trip would benefit the City and the classes GMA offers would be more appropriate. She stated she has always been told ward money is to be used inside your ward and then you have a travel expense.

Voting for the motion were Ms. Akins and Mr. Antoine. Voting against the motion were Mr. Smith, Ms. McCord and Ms. Lord. The motion failed.

Mayor Lockhart asked the City Attorney, the Council had already approved this travel for Councilman Antoine but when it came up for specific consideration and the council rejected the request, the question was asked if he could use his ward money. He asked for direction as to where we stand concerning this trip.

Mr. Williams stated the City has previously authorized each council member to expend funds referred to as ward funds within their discretion and have previously given some guidance as to what those types of expenditures could be and one of them was any expenditure that the city would otherwise be authorized to incur if it is official city business He stated something like this could be paid for out of ward funds and that is his opinion.

Mr. Williams stated as a policy perspective, if you are now injecting the council into the discretionary use of your ward funds then anytime anyone uses ward funds, someone else

can say they disagree and you remove the discretion. The same applies to the travel budget.

Mr. Williams suggested that if the Council does not want him to use ward funds for this, then a motion would be in order to that effect.

Mayor Lockhart stated we now have a request that has been denied and we have the understanding that city travel can be paid for with ward money, but have not answered the question as to if he can use his ward money for this.

Mr. Williams stated the city has granted each individual council member discretion over certain portion of the city's funds and it is within your discretion how it is spent, but it is not your individual funds, but he has discretion over how they are expended.

Mayor Lockhart stated he felt we should address the expenditure of the ward funds so this can be resolved one way or another.

Ms. Lord made a motion that no city money, ward money or travel money be used for the trip to Washington, D.C. , seconded by Ms. McCord. Voting for the motion were Mr. Smith, Ms. Lord and Ms. McCord. Voting against the motion were Ms. Akins and Ms. Antoine. The motion carried.

Adjournment: Ms. Akins made a motion to adjourn, seconded by Ms. Lord. Voting for the motion was unanimous.

**DEPARTMENT OF POLICE SERVICES**  
Forest Park, Georgia

**INTEROFFICE MEMO**

**DATE: November 5, 2014**

**NO: 244-2015**

**TO: Frank Brandon, City Manager**

**FROM: L. Dwayne Hobbs, Director, Dept. of Police Services**

**SUBJECT: Retail Alcohol License (Beer & Wine)**

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\*\*\*\*\*RENEWAL\*\*\*\*\*

**RE: Shree Gogajikrupa LLC  
Parkway Bottle Shoppe  
11 Forest Parkway  
Forest Park, GA 30297**

**Karunaben R. Desai**

**NO EXCEPTIONS NOTED**

**DEPARTMENT OF POLICE SERVICES**  
Forest Park, Georgia

**INTEROFFICE MEMO**

**DATE: November 5, 2014**

**NO: 251-2015**

**TO: Frank Brandon, City Manager**

**FROM: L. Dwayne Hobbs, Director, Dept. of Police Services**



**SUBJECT: Retail Alcohol License (Beer and Wine)**

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\*\*\*\*\*RENEWAL\*\*\*\*\*

**RE: Mou Enterprises  
Forest Park Food Mart  
4193 Jonesboro Rd  
Forest Park, GA 30297**

**Joyeta Chakraborty**

**NO EXCEPTIONS NOTED**

**DEPARTMENT OF POLICE SERVICES**  
Forest Park, Georgia

**INTEROFFICE MEMO**

**DATE: November 5, 2014**

**NO: #267-2015**

**TO: Frank Brandon, City Manager**  
**FROM: L. Dwayne Hobbs, Director, Dept. of Police Services**  
**SUBJECT: Retail Alcohol License (Beer & Wine)**



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\*\*\*\*\*RENEWAL\*\*\*\*\*

**RE: GJMMA, Inc.**  
**Buddy's Food Mart**  
**5891-A Ash Street**  
**Forest Park, GA 30297**

**Jaspal Singh Cheema**

**NO EXCEPTIONS NOTED:**

**DEPARTMENT OF POLICE SERVICES**  
Forest Park, Georgia

**INTEROFFICE MEMO**

**DATE: November 5, 2014**

**NO: 271-2015**

**TO: Frank Brandon, City Manager**

**FROM: L. Dwayne Hobbs, Director, Dept. of Police Services**

**SUBJECT: Retail Alcohol License (Beer & Wine)**

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\*\*\*\*\*RENEWAL\*\*\*\*\*

**RE: SAB Mart, Inc.  
Piggly Wiggly  
4769 Jonesboro Rd  
Forest Park, GA 30297**

**Soo Hyun Baik**

**NO EXCEPTIONS NOTED**



**DEPARTMENT OF POLICE SERVICES**  
Forest Park, Georgia

**INTEROFFICE MEMO**

**DATE: November 6, 2014**

**NO: #270-2015**

**TO: Frank Brandon, City Manager**  
**FROM: L. Dwayne Hobbs, Director, Dept. of Police Services**  
**SUBJECT: Retail Alcohol License (Beer & Wine)**



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\*\*\*\*RENEWAL\*\*\*\*

**RE: Old Dixie "C" Store, Inc**  
**Texaco Food Mart**  
**5111 Old Dixie Highway**  
**Forest Park, GA 30297**

**Shabani Lalani**

**NO EXCEPTIONS NOTED**

**DATE:** November 12, 2014  
**TO:** The Honorable Mayor and Members of City Council  
**FROM:** Latresa Akins, Council Member  
**RE:** Public Relations Services

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It is my intention to sponsor an agenda item to discuss the hiring or retaining of a public relations staff member or consultant to assist the City of Forest Park with media and public relations.

**REASON:** Forest Park's image and reputation in the broader Atlanta metropolitan area has suffered in recent years. Many of the good qualities and features of Forest Park have gone unnoticed. We need a dedicated employee or consultant whose job it is to help improve the broader image and reputation of the City. This person could also assist the City in marketing itself and the Fort Gillem site to developers and the like.

I have attached some sample overviews of what responsibilities this person or consultant might have based on what a few other jurisdictions do. If we choose to hire a consultant, I have also attached some examples of RFP's for such purpose from other jurisdictions.

**RECOMMENDATION:** I propose that we direct the City Manager to advertise for the services of a public relations director (employee) or consultant.

**COST TO CITY:** To be determined. However, the City of Decatur has an in-house staff person who has a salary range between approximately \$40,000 and \$60,000 annually. It would not be my intention to budget more than \$60,000 for this purpose.

**ATTACHMENTS:**

- Overview of employee job descriptions from Decatur, College Park and Rome
- Sample RFP from the City of Atlanta's development authority
- Sample RFP from Bibb County School System

## REPRESENTATIVE JOB OVERVIEWS

### **CITY OF DECATUR**

Marketing & Public Relations Director - \$39,041-\$57,803

This is professional administrative work responsible for the planning and managing of marketing programs for the Downtown Decatur Development Authority. This position is responsible for City publications and communication. Serves as Public Information Officer. Work also requires the coordination of special event activity and the supervision of several volunteer committees. Work is performed independently under the general supervision of the Community and Economic Development Director.

### **CITY OF COLLEGE PARK**

The Communications Director's Office is a division of the City Manager's Office. The mission of the Office of Communications is to provide accurate, open and comprehensive information about the city of College Park; to prepare marketing campaigns to highlight College Park's programs, policies, services and future plans in a timely manner for the benefit of College Park and its citizens/stakeholders. The Director of Communications also manages College Park's government cable channel (TV-23) which is driven by Leightronix hardware and software solutions.

The Director of Communications is the primary point of contact for media inquiries; however, both public safety departments (CPPD and Fire Rescue) have structured media response capabilities at the discretion of each department head (Chief of Police, Fire Chief). When a public safety emergency generates media inquiries, the respective public safety departments have full latitude to hold press conferences, make statements and/or release information to the local and national media outlets.

The Director of Communications disseminates press releases, media advisories, responds to media inquiries, produces television announcements, manages/updates the city's web site, and provides guidance for departments' management of individual pages under the collegeparkga.com website.

The Office also oversees and coordinates many events and programs dedicated to community outreach. The Communications Director coordinates city-wide outreach and marketing utilizing a wide variety of industry techniques.

Information is delivered through the mass media, the city Web site, social media, and other effective means. The Office of Communications provides support to city staff for media awareness campaigns and suggests ways to enhance public communication based on trends, available resources and exchange of information.

#### Services Provided

- Media Relations
- Speeches and Presentations

- Spokesperson / Media Training
- Public Relations Services for City Departments
- Special Projects, event planning
- Photography & Videography
- Programming for College Park Govt. Television Cable TV-23

### **CITY OF ROME**

#### Director of Communications

Description: This position is responsible for disseminating public information through various media outlets on behalf of the Greater Rome Convention and Visitors Bureau and the City of Rome. Work involves coordinating with the Executive Director and City Manager and their designated staff members. Duties include development of branding and collateral, web site design and maintenance, social media and design, coordinating marketing and advertising, building photography files, videos, developing publications and fulfilling media request. This position is responsible for managing a team of marketing professionals all sharing the same goals. Must possess the ability to multi task and work under multiple deadlines. Ability to work flexible, weekend and holiday hours. Essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related duties as assigned.



## **Bibb County School District**

484 Mulberry Street, Macon, Georgia 31201, (478) 765-8548

<http://bibb.k12.ga.us>

November 14, 2012

To Whom It May Concern:

The Bibb County School District is accepting Requests for Proposals (RFP) for Public Relations Services. RFP instructions and specifications are enclosed. The selected individual or company will provide services for the school year ending June 30, 2013. This will be a one-year contract with the option to renew thereafter.

The Bibb County School District is a public school district serving approximately 25,000 students in grades PK-12.

If interested, please submit your proposal to the Bibb County School District no later than 4:00 p.m. on December 5, 2012 to:

Bibb County School District  
484 Mulberry Street, Suite 400  
Macon, GA 31201  
ATTN: Ron Collier, Chief Financial Officer

The school district may conduct oral interviews with selected finalist(s); those finalists will be notified by telephone. If you have any questions, please contact Dr. Donald Porter at [dbporter@bibb.k12.ga.us](mailto:dbporter@bibb.k12.ga.us).

Sincerely,

Ron Collier, Chief Financial Officer

Request for Proposal  
RFP #13-25  
Public Relations Services

INSTRUCTIONS TO APPLICANTS

Proposals are due Wednesday, December 5, 2012 no later than 4:00 p.m. in the Business Office of:

Bibb County School District  
484 Mulberry Street, Suite 400  
Macon, GA 31201  
Attention: Ron Collier, Chief Financial Officer

Proposals are to be in sealed envelopes, clearly marked: ***Public Relations Services, RFP #13-25***

Proposals are to be submitted on the enclosed official Request for Proposal form. Please provide the District with four (4) copies of your proposal, plus one original.

The District reserves the right to accept or to reject any and all proposals, in whole or in part, to waive any irregularities therein and to award the contract to other than the lowest proposer.

Any questions are to be directed to Dr. Donald Porter via e-mail only at [dbporter.bibb.k12.ga.us](mailto:dbporter.bibb.k12.ga.us).

The District reserves the right to reject low proposals that do not meet specifications as determined by the Bibb County School District's review committee.

## SECTION I:

### Bibb County School District

Bibb County School District invites individuals or companies to submit a proposal to provide public relations services.

### General Information

Bibb County School District is a PK-12 public school district consisting of 25 Elementary Schools, 7 Middle Schools, and 7 High Schools with an enrollment of approximately 25,000 students. Bibb County School District is located in Macon, Georgia.

Interested firms should submit their proposal by 4:00 p.m., Wednesday, December 5, 2012, in the format set forth below. Failure to submit a proposal by this deadline will disqualify the firm from further consideration. All expenses for submitting a proposal in response to the RFP shall be borne by the proposer. Proposals must be in a sealed envelope clearly marked, "Public Relations Services, RFP #13-25."

### Limitations of Proposals

Proposals will be considered only if made without any connection with any other person or firm submitting a proposal, if in all respects is fair and without collusion, and if no member of the Board nor other officer of the school district is directly or indirectly interested in the proposal or in any portion of the profits thereof.

The firm may withdraw or change a proposal if written notice of the withdrawal or change is received by the District before the latest time specified for submission of proposals. Any change may be made only by substitution of another proposal.

Proposals received after the time specified in the invitation to quote will not be considered. The method of transmittal of the proposal is a proposer's risk of untimely receipt by the District.

The District reserves the right to reject any and all proposals submitted, and to ask for more details or further clarification of any proposal, and select the proposal that best meets the needs of the District. The District reserves the right to reject any or all proposals or any part thereof, to waive immaterial technicalities in the quoting, and to accept the proposal deemed most favorable to the District after all proposals have been examined and evaluated.

### Oral Presentations

The District reserves the right to invite the respondents to make oral presentations. Currently, the District does not expect to require oral presentations. If oral presentations are required, the District reserves the right to limit the number of oral presentations and will set forth presentation guidelines at that time.

## Proposal Contents and Format

Firms must submit a complete response to each of the items below in the order listed. Failure to submit all requested information may result in rejection of the proposal. Responses to each item should be concise.

To assure consistency, proposals must conform to the following format:

Cover Letter  
Table of Contents

## Sections

- A. Introduction
- B. Firm Structure and Qualifications
- C. Qualifications of Key Personnel

### **A. Introduction**

Provide a brief description of the organization, size and structure of the firm. Include the firm's name, address, name and contact information of person authorized to represent the respondent regarding all matters related to the RFP.

### **B. Firm Structure and Qualifications**

This section should contain your firm's profile, experience, and background.

### **C. Qualifications of Key Personnel**

This section should provide detailed resumes of the key personnel who will work with this account. Provide three references for these individuals, including names, addresses, and telephone numbers.

## Evaluation Criteria

Proposers are required to review and fulfill all requirements set forth in the RFP. Failure to follow instructions set forth in the RFP will render proposals non-responsive.

All proposals will be evaluated by the District's Review Team after which, it is anticipated, a recommendation will be made to the Superintendent. Proposals will be evaluated upon the following criteria:

- Credentials of the firm, its staffing, and the persons to be assigned to the District
- Experience
- Qualifications of key personnel
- Cost of services



All clarifying questions should be addressed to Dr. Donald Porter via e-mail only at [dbporter.bibb.k12.ga.us](mailto:dbporter.bibb.k12.ga.us). Answers will be provided to all proposers via e-mail, and posted to the District's website as an addendum.

## **SECTION II.**

### **Scope of Services:**

Provide representation to the District in the following manner:

- a. Supplement the daily reporting and dissemination of stories, events, news and information which occurs within the District ensuring consistent flow of new and original content. Such information replied upon shall be determined at the discretion of the Superintendent, or the Superintendent's designees.
- b. Supplement current print newspapers/media by drafting and writing stories for the media and community distribution via newsletter, email, and a variety of other multi-media/distribution methods for the District and individual schools for publication on a regular basis which is to be determined by the District. (i.e., no more than 2 times per month.)
- c. Provide monitoring of the District's website including updating information on the homepage in concert with other District personnel.
- d. Suggest and promote story ideas and articles to the Superintendent, or the Superintendent's designees.
- e. Work collaboratively with District staff to format the e-newsletter and articles for distribution to the community and electronic mail subscribers.
- f. Work collaboratively with District staff to format the electronic mail addresses and contact information of subscribers to district website and e-newsletter.
- g. Assist District staff with creating best practices trainings for District personnel in promoting stories of media and/or community interest.
- h. Develop and distribute an electronic news alert to be distributed to local stakeholders and local, national and international media outlets.
- i. Develop a cadre of video components utilizing stakeholder "journalists" to highlight topics of interest and strategically directed topics.
- j. Assist District staff with developing a consistently positive approach to promoting the district's efforts to improve teaching and learning.

**Bibb County School District**

**Cost Sheet**

FROM: \_\_\_\_\_  
(Name of Organization)

I have examined the specifications and instructions included herein and agree, provided I am awarded a contract within 90 days of RFP due date, to provide the specified items for the sum shown in accordance with the terms stated herein. All deviations from specifications and terms are in writing and attached hereto.

| Year | Service | Fee   |
|------|---------|-------|
| FY13 | _____   | _____ |
| FY14 | _____   | _____ |

List any other additional costs that may be associated with this service:

|       |          |
|-------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

|                  |                  |
|------------------|------------------|
| _____            | _____            |
| Print Name       | Title            |
| _____            | _____            |
| Address          | City, State, Zip |
| _____            | _____            |
| Telephone Number | Date             |
| _____            | _____            |
| Email Address    | Signature        |