

**EARLY CHILDHOOD EDUCATION MUNICIPAL
DEVELOPMENT CORPORATION
COMMUNICATIONS COMMITTEE
MEETING AGENDA
TUESDAY, JANUARY 7, 2014
2:00 P.M.
PRE-K 4 SA NORTH EDUCATION CENTER**

- NOTICE OF PUBLIC MEETING -

A MEETING OF THE EARLY CHILDHOOD EDUCATION MUNICIPAL DEVELOPMENT CORPORATION COMMUNICATIONS COMMITTEE WILL BE HELD IN **PRE-K 4 SA NORTH EDUCATION CENTER**, 3635 MEDICAL DRIVE, SAN ANTONIO, TEXAS 78229 ON **TUESDAY, JANUARY 7, 2014 AT 2:00 P.M.**, TO CONSIDER THE FOLLOWING MATTERS:

AT ANY TIME DURING THE EARLY CHILDHOOD EDUCATION MUNICIPAL DEVELOPMENT CORPORATION COMMUNICATIONS COMMITTEE MEETING, THE COMMITTEE MAY MEET IN EXECUTIVE SESSION REGARDING ANY OF THE MATTERS POSTED BELOW IN COMPLIANCE WITH THE TEXAS OPEN MEETINGS ACT.

1. **Staff briefing and Committee discussion of the Request for Proposal for long term professional management services agreement to provide marketing and outreach services for the Pre-K 4 SA program [Kathy Bruck, Pre-K 4 SA CEO]**
2. **Adjourn**

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DISABILITY ACCESS STATEMENT



The Pre-K 4 SA North Education is wheelchair accessible. The accessible entrance is located at 3635 Medical Drive. Accessible Visitor parking spaces are located at 3635 Medical Drive, near the Center. Auxiliary aids and services, including Deaf interpreters, must be requested forty-eight (48) hours prior to the meeting. For assistance, call (*Michael Rodriguez at 207-7458*) or 711 (Texas Relay Service for the Deaf).

Members of the Early Childhood Education Municipal Development Corporation Communications Committee

*Richard Middleton
Chair*

*Pamela Ray
District 2 Appointee*

*Dr. John Folks
District 7 Appointee*

CITY OF SAN ANTONIO
PRE-K 4 SA

TO: Early Childhood Education Municipal Development Communications Committee

FROM: Kathy Bruck, Pre-K 4 SA CEO *KBruck*

COPY: Sheryl Sculley, City Manager; Robbie Greenblum, City Attorney; Peter Zaroni, Deputy City Manager

SUBJECT: REQUEST FOR PROPOSALS FOR PUBLIC OUTREACH AND MANAGEMENT SERVICES

DATE: January 7, 2014

BACKGROUND:

Pre-K 4 SA has analyzed potential solutions to improve public outreach for the program. Several items which require attention are public outreach for purposes of enrollment and general public knowledge. Particularly, the Corporation needs to raise awareness in the East and West of San Antonio, prior to the opening of the additional centers opening in August of 2014. The Corporation has determined that professional services for branding and marketing purposes for outreach are required.

In addition to the informal Request for Proposal (RFP) released by Pre-K 4 SA, the Corporation also is releasing a long term, formal RFP for management services for marketing and outreach efforts. This contract is budgeted to not exceed \$500,000. The RFP will be issued on Friday, December 20, 2013. The deadline for responses is January 17, 2014. Upon receipt of bids, a Committee comprised of City Staff will review all submissions and propose a recommended vendor for presentation. This Committee will be comprised of the following individuals: Peter Zaroni, Deputy City Manager; Kathy Bruck, Pre-K 4 SA CEO; Lorraine Pulido, City of San Antonio Public Relations Manager; and Steve De La Haya, Convention and Visitors Bureau Assistant Director. Staff will present the recommended vendor to the Board at the February 4, 2014 Board Meeting.

ISSUE:

This agenda item will focus upon providing the Communications Committee with details and importance of selecting a firm to assist Pre-K 4 SA in its public relations efforts. The staff recommended contract will be placed on the February 4, 2014 Board of Directors Agenda.

RECOMMENDATION:

Staff recommends the Communications Committee review report and provide feedback.