

**MEETING MINUTES (OPEN & CLOSED SESSION) FOR THE PUBLIC RELATIONS  
COMMITTEE OF THE METROPOLITAN ST. LOUIS SEWER DISTRICT'S (MSD) RATE  
COMMISSION**

*Friday, January 5, 2018*

The Public Relations Committee met in Room 100A at 2350 Market Street, St. Louis, MO 63103 on the above date. Present at the meeting were:

**COMMITTEE MEMBERS**

Paul Brockmann, Chair

Don Bresnan, Jr.

Mickey Croyle

Mark Schoedel

**MSD STAFF**

Lance LeComb

Crystal Howard

Paul Brockmann called the meeting to order at 11:00 A.M. Roll call was taken to show all committee members were present. By proclamation, the committee selected Mr. Brockman to serve as chair of the committee for the 2018 Rate Commission process.

Per the posted agenda, a motion to enter into closed session to discuss sealed proposals and documents related to a negotiated contract under §610.021(12) RSMO 1988 SUPP was made Mr. Brockman. The motion was seconded by Ms. Croyle. The motion was approved by individual roll call vote, with all committee members voting "yes".

***CLOSED SESSION BEGINS***

Committee members discussed amongst themselves and with MSD staff present, how they would like to approach the interviews with The Vandiver Group and the StandPoint Public Affairs team for the purpose of awarding a contract for the Rate Commission's 2018 Advertising and Public Engagement Services.

The Vandiver Group team was brought into the room. The Vandiver Group team consisted of: Donna Vandiver, Andy Likes, Patty Olsen, and Heather Murdick.

The committee asked questions relating to the budget; number of public meetings; online streaming of meetings; minority outreach experience; radio and billboard media buys; and staffing provided by The Vandiver Group for public meetings and other activities.

The Vandiver Group team left the room. The committee remained in session for lunch and discussion of their interview with The Vandiver Group.

Following lunch, the Standpoint team was brought into the room. The Standpoint team consisted of: Mack Bradley, Kelly Ferrara, Braxton Payne, Crystal Allen Dallas, and Tom Etling.

The committee asked questions relating to budget; number of public meetings; online streaming of meetings; minority outreach experience; and radio and billboard media buys; and and staffing provided by the StandPoint team for public meetings and other activities.

The StandPoint team left the room. The committee discussed their interview with the StandPoint team.

The committee then entered into a discussion about which team should be awarded the contract. After a lengthy discussion of the pros and cons of each team, their proposals, and what was learned through the interview process, scoring sheets were filled out by each individual committee member. (Please note – The committee decided that the scoring for criteria 5 from the original review of the proposals should remain in place for the final scoring of The Vandiver Group and the StandPoint Public Affairs team.)

The individual scoring sheets were tallied. The Vandiver Group received the highest score. Accordingly, the committee agreed that a recommendation should be made to full Rate Commission that The Vandiver Group should be awarded the contract for the Rate Commission's 2018 Advertising and Public Engagement Services.

Mr. Brockmann made a motion to exit closed session. The motion was seconded by Ms. Croyle. The motion was approved by individual roll call vote, with all committee members voting "yes".

#### ***CLOSED SESSION ENDS***

A motion was made by Mr. Brockman to reenter open session. The motion was seconded by Mr. Schoedel. The committee approved the motion by voice vote, with all committee members voting "aye".

A motion was made by Mr. Brockman to end the meeting. The motion was seconded by Mr. Schoedel. The committee approved the motion by voice vote, with all committee members voting "aye".

The meeting was adjourned by Mr. Brockmann at 2:51 P.M.