

Aitkin County Board of Commissioners
Request for County Board Action/Agenda Item Cover Sheet



To: Chairperson, Aitkin County Board of Commissioners

Date: 1/4/2012

Via: Patrick Wussow, County Administrator.

From: Bobbie Danielson, HR Manager

Title of Item: Personnel Committee Recommendations, LLCC Marketing RFP

Requested Meeting Date: 1/10/2012

Estimated Presentation Time: 10 Minutes

Presenter: Mark Jacobs, Patrick Wussow, Bobbie Danielson

Type of Action Requested (check all that apply)

- For info only, no action requested
- Approve under Consent Agenda
- For discussion only with possible future action
- Adopt Ordinance Revision
- Let/Award Bid or Quote (attach copy of basic bid/quote specs or summary of complex specs, each bid/quote received & bid/quote comparison)
- Approve/adopt proposal by motion
- Approve/adopt proposal by resolution (attach draft resolution)
- Authorize filling vacant staff position
- Request to schedule public hearing or sale
- Request by member of the public to be heard
- Item should be addressed in closed session under MN Statute _____
- Other (please list) _____

Fiscal Impact (check all that apply)

No impact to budget at this time.

- Is this item in the current approved budget? Yes No (attach explanation)
- What type of expenditure is this? Operating Capital Other (attach explanation)
- Revenue line account # that funds this item is: _____
- Expenditure line account # for this item is: _____

Fiscal impact to be determined based on proposals received.

Staffing Impact (Any yes answer requires a review by Human Resources Manager before going to the board)

- Duties of a department employee(s) may be materially affected. Yes No
- Applicable job description(s) may require revision. Yes No
- Item may impact a bargaining unit agreement or county work policy. Yes No
- Item may change the department's authorized staffing level. Yes No

Not at this time.



Supporting Attachment(s)

- Memorandum Summary of Item
- Copy of applicable county policy and/or ordinance (excerpts acceptable)
- Copy of applicable state/federal statute/regulation (excerpts acceptable)
- Copy of applicable contract and/or agreement
- Original bid spec or quote request (excluding complex construction projects)
- Bids/quotes received (excluding complex construction projects, provide comparison worksheet)
- Bid/quote comparison worksheet
- Draft County Board resolution
- Plat approval check-list and supporting documents
- Copy of previous minutes related to this issue
- Other supporting document(s) (please list) Draft RFP

By contract.

Provide eleven (11) copies of supporting documentation **NO LATER THAN Wednesday at 8:00am** to make the Board's agenda for the following Tuesday. Items **WILL NOT** be placed on the Board agenda unless complete documentation is provided for mailing in the Board packets. (see reverse side for details)

AITKIN COUNTY HUMAN RESOURCES

Bobbie Danielson, HR Manager
bobbie.danielson@co.aitkin.mn.us
Nicole Visnovec, HR Specialist
nicole.visnovec@co.aitkin.mn.us

Phone 218-927-7306
Job Hotline 218-927-7393
Fax 218-927-7374
www.co.aitkin.mn.us

To: County Board of Commissioners
From: Bobbie Danielson, HR Manager
Date: January 4, 2012
Subject: Personnel Committee Recommendations



Background

The LLCC Executive Director position has been vacant since October 2011. Over the past three months, meetings have been held with LLCC staff, the Park Board, and Personnel Committee.

Since 1972, LLCC has been providing environmental education to students from visiting schools. LLCC also provides week-long summer camps, day camps, and wilderness trips for children ages 7-17. Over the years, schools have been the primary revenue source for LLCC. With overall student populations declining and school budget cuts being made, staff is recommending additional revenue sources be sought out. This includes identifying new clients/customers and developing a marketing plan that will aid in generating new business in years to come.

A draft RFP is attached for your consideration which contains more details. If agreeable with the Board, the Personnel Committee can review and screen all proposals submitted, meet with selected firm's/individual's and bring a final recommendation back to the County Board. The final recommendation will also include budget figures and an estimated timeline, based on the proposals received.

The Park Board will also be reviewing the attached RFP at its meeting on January 9, 2012. Mark Jacobs will be present at the County Board meeting on January 10, 2012, to share comments and feedback from the Park Board as well.

Action Requested

Motion to authorize staff to seek proposals for marketing consulting services as described in the attached RFP.



AITKIN COUNTY

LAND DEPARTMENT

REQUEST FOR PROPOSALS

FOR

MARKETING CONSULTING SERVICES

JANUARY 2012

Mr. Mark Jacobs
Land Commissioner
Aitkin County Land Department
217 2ND Street NW, Aitkin, MN 56431

Phone: 218-927-7364
Fax: 218-927-7249
Email: mjacobs@co.aitkin.mn.us

Contents

- I. INTRODUCTION 3
- II. INSTRUCTIONS TO PROPOSERS 4
- III. REQUIRED CONTENTS FOR PROPOSALS 4
 - A. Firm/Individual’s Background. 4
 - B. Consultant Qualifications. 4
 - C. Other Agencies Served 5
 - D. References..... 5
 - E. View of Responsibilities 5
 - F. Insurance 5
 - G. Fees. 5
 - H. Timeline..... 6
- IV. MARKETING CONSULTING SERVICES DESCRIPTION 6
- V. PROPOSAL EVALUATION AND APPOINTMENT 7
- VI. CONFLICT OF INTEREST 7
- VII. RIGHT TO REJECT PROPOSALS 7

I. INTRODUCTION

The Aitkin County Land Department is requesting proposals from experienced marketing consultants to provide services on a limited-term basis and develop a marketing plan. Experience in the area of marketing services is preferred for consideration. The applicant shall have sufficient resources to ensure that all of the timelines and deliverables specified will be met.

The County will review and consider all proposals submitted. All firms/individuals submitting proposals will be notified when a firm/individual is selected. The selected firm/individual will be notified in writing and there will be an ongoing review (feedback, sharing) by both parties on at least a bi-weekly basis, every two weeks.

Questions regarding this RFP should be directed to the Land Commissioner, Mark Jacobs, Aitkin County Land Department, 209 2ND Street NW Room #206 Aitkin, MN 56431.

Phone: 218-927-7367

Fax: 218-927-7249

Email: mjacobs@co.aitkin.mn.us

II. INSTRUCTIONS TO PROPOSERS

- A. Four (4) copies of the proposal should be submitted to the County. Proposals must be received **no later than 4:30 p.m. on [STAFF TO INSERT DATE]**. Proposals shall be in a sealed envelope and clearly labeled: **"Aitkin County Marketing Services RFP."** The envelope shall be delivered to:

Mr. Mark Jacobs
Land Commissioner
Aitkin County Land Department
209 2ND Street NW, Room #206
Aitkin, MN 56431

- B. Proposals submitted must provide complete information as indicated in this request.
- C. The contract with the firm/individual will provide that it is not exclusive, that the County Land Department may retain other firms for some of the services described in the RFP, and that the County Land Department may terminate the agreement at any time for any reason upon provision of written notice as specified in the final agreement.
- D. The firm/individual shall not subcontract or assign any interest in the contract and shall not transfer any interest in the same without prior written consent of the County.

III. REQUIRED CONTENTS FOR PROPOSALS

A. Firm/Individual's Background.

1. Brief history
2. Number of staff and areas of specialty
3. Support resources and/or personnel: number and expertise
4. Office organization and support capabilities
5. Office location
6. Describe your research capabilities with specific emphasis on marketing publications, computer links, and current use of technology, especially capability for sharing and editing documents electronically.
7. Describe insurance coverage: carrier, limits, and exemptions.
8. Statement of any insurance claims and/or ethics complaints taken against you or your firm over the last five years and the status or outcomes of such action. Indicate whether the action is pending or is currently under review by the State Ethics Board.

B. Consultant Qualifications.

Identify any consultant and/or support resources or personnel who may supply services. All support resources or personnel will be billed directly through the firm/individual submitting the proposal and not billed separately to Aitkin County.

1. The name, academic training and degrees
2. Description of background and experience

III. REQUIRED CONTENTS FOR PROPOSALS, CONTINUED

3. Description of prior marketing experience including cities, counties, or other agencies served in a similar capacity
4. List of projects in communities where designated marketing consultant served and outcomes.

C. Other Agencies Served

List of cities, counties, or other agencies you currently serve and for what type of service.

D. References

Names, telephone numbers and contact person of at least three client references, preferably at least two of which shall be cities, counties, or public entity development agencies.

E. View of Responsibilities

Description of the company's/individual's view of their responsibilities to the Land Department and County in the provision of marketing.

F. Insurance

Copy of Liability Insurance Certificate in a minimum amount of \$[STAFF TO INSERT, SEEK INPUT FROM COUNTY ATTORNEY].

G. Fees.

The County is most interested in receiving proposals with anticipated fees **and** a "not to exceed" maximum dollar figure. Each firm/individual submitting a proposal should provide a detailed description regarding all proposed fees and/or charges that may arise for services.

As stated earlier, all of the firm's/individual's support resources or personnel shall be billed directly through the firm/individual and shall not be billed separately to Aitkin County. The County shall be billed through one firm/individual for this project, unless approved otherwise in writing.

If project time will be billed in increments, identify the minimum increment of time billed for each service, e.g. phone calls, correspondence, personal conference. Also state separately the rate for any firm cost items to be billed such as printing, photocopying, researching, etc.

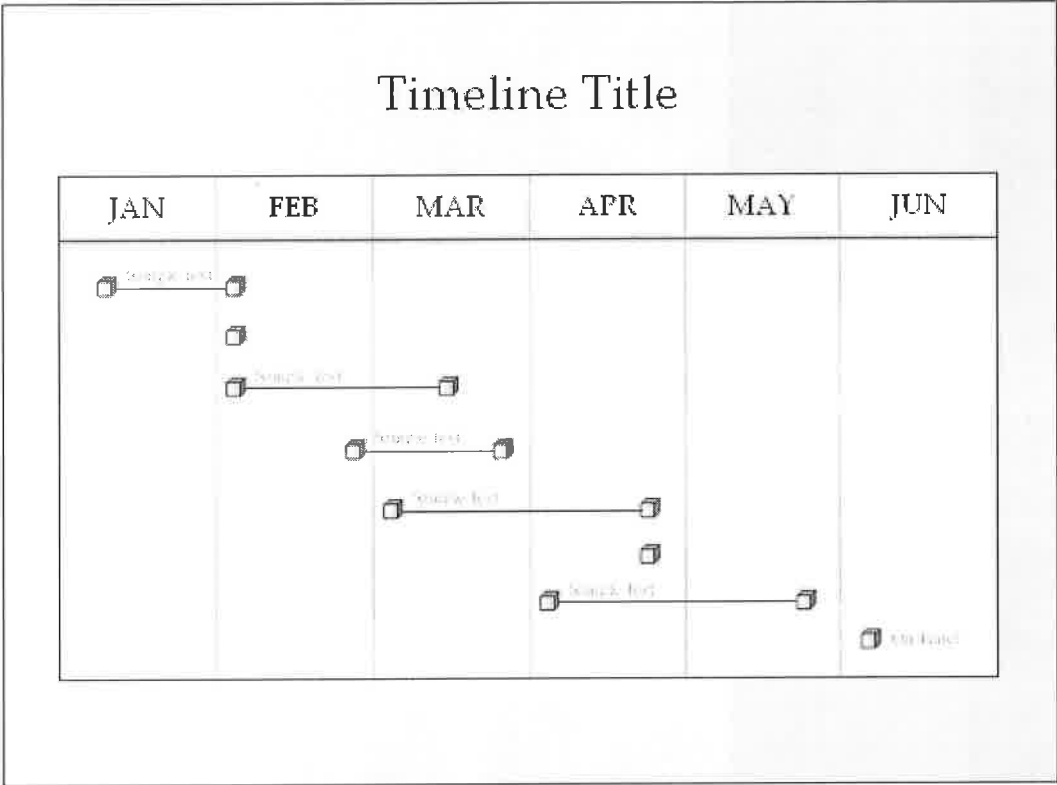
Include the frequency of billing, e.g. bi-weekly, monthly, quarterly. Also identify what each billing will entail, such as:

1. Itemized dates of services
2. Identified personnel providing the services
3. Time spent listed
4. Description of the services performed
5. Fee for services clearly stated

III. REQUIRED CONTENTS FOR PROPOSALS, CONTINUED

H. Timeline

An estimated project timeline describing milestone and interval dates, listed by week or month, depending on the duration of your proposal. A monthly sample is inserted below for your convenience.



IV. MARKETING CONSULTING SERVICES DESCRIPTION

The Aitkin County Land Department is searching for a firm/individual that will provide comprehensive professional marketing services. It is anticipated that there will be a close, cooperative working relationship between the selected firm/individual, the Land Department, and the Aitkin County Administrator. The general work elements are outlined below.

- A. **General Marketing Services:**
 1. Identify new potential clients for LLCC
 - a. Retreats, meetings, workshops, re-unions, or other types of group gatherings that would utilize a facility such as LLCC
 2. Make contacts with potential clients to determine expectations (meals, lodging, meeting space, programs, etc.).
 3. Inform LLCC as to how current services match with client expectations (suggest modification to

services).

4. Provide contact info for "clients" so LLCC may do follow-up.
5. Explore grant opportunities and apply for same in cooperation with Land Commissioner.
6. Participate in meetings, as requested, these may include:
 - a) Internal and external meetings with Land Department and/or business/client organizations.
 - b) Meetings with local businesses and members of the public on any proposed business collaboration projects in order to relate the processes and procedures involved.
 - c) LLCC and Land Department staff meetings, County Board meetings as deemed appropriate, and work sessions.
7. Provide assistance to clients/organizations with interest in doing business in Aitkin County.

V. PROPOSAL EVALUATION AND APPOINTMENT

- A. The County intends to retain the consulting services of the proposer evaluated to be the best qualified to perform the work for the County, cost and other factors considered.
- B. Based upon the evaluation, the County will review and pick the finalist who is judged to be the most responsive and responsible proposer for services requested. Oral interviews may be conducted by the Personnel Committee or County Board of Commissioners.
- C. The County will not reimburse the proposer for any expenses incurred by the proposer including, but not limited to, expenses associated with the preparation and submission of the proposal, and attendance at interviews.
- D. The County reserves the right to reject any and all proposals or to request additional information from any and all proposers.

VI. CONFLICT OF INTEREST

- A. Indicate whether the company/individual represents, or has represented, any client whose representation may conflict with the ability to provide development services to Aitkin County.
- B. Indicate whether designated consultant or the company currently represents any other local units of government having jurisdiction within, or contiguous to, Aitkin County.
- C. Identify what procedures you utilize to identify and resolve conflicts of interest.

VII. RIGHT TO REJECT PROPOSALS

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Aitkin County and the firm/individual selected. The County reserves the right without prejudice to reject any and all proposals.