

WIB BOARD MEMBERS

LARRY BOOTH
Frank M. Booth, Inc.

BRIAN BROADWAY
Sacramento Job Corps

JOYCELYNN BROWN
Sacramento Veterans Resource Center

BILL CAMP – Second Vice Chair
Sacramento Central Labor Council

PAUL CASTRO
California Human Development Corporation

N. LISA CLAWSON
Blood Source, Inc.

LYNN R. CONNER – Vice Chair
Parasec

MICHAEL DOURGARIAN
Asher College

ANN EDWARDS
Department of Human Assistance

DIANE FERRARI
Employment Development Department

TROY GIVANS
County of Sacramento, Economic
Development

DAVID W. GORDON
Sacramento County Office of Education

JASON HANSON
Sierra Pacific Home and Comfort, Inc.

LISA HARR
Vision Service Plan

BARBARA HAYES
Sacramento Area Commerce & Trade
Organization

THOMAS P. KANDRIS
Package One

DR. WILLIAM KARNIS
Los Rios Community College District

MATTHEW KELLY
Northern California Construction Training

GARY R. KING – Secretary/Treasurer
SMUD

DANIEL KOEN
California Teachers Association

KATHY KOSSICK
Sacramento Employment & Training Agency

FRANK A. LOUIE
Xerox Corporation

SUSAN MANSFIELD
A. Teichert & Son, Inc.

ELIZABETH MCCLATCHY
The Safety Center, Inc.

DENNIS MORIN
Sacramento Area Electrical Training Center

DR. JENNI MURPHY
California State University, Sacramento

ROGER NIELLO
Sacramento Metropolitan Chamber of
Commerce

JAY ONASCH
California Department of Rehabilitation

KIM PARKER - Chair
California Employers Association

MARTHA PENRY
California School Employees Association

DEBORAH PORTELA
Casa Coloma Health Care Center

MAURICE READ
Sacramento Sierra Building & Construction
Trades Council

LORENDIA T. SANCHEZ
California Indian Manpower Consortium

ANETTE SMITH-DOHRING
Sutter Health – Sacramento Sierra Region

MICHAEL R. TESTA
Sacramento Convention & Visitors Bureau

DR. DEBORAH J. TRAVIS
Cosumnes River College

DALE WALDSCHMITT
Pacific Coast Companies, Inc.

TERRY A. WILLS, ESQ.
Cook Brown, LLP

RICK WYLIE
Beutler Corporation

DAVID P. YOUNGER
Lionakis Beaumont Design Group



SACRAMENTOWORKS

SACRAMENTO WORKS, INC. EMPLOYER OUTREACH COMMITTEE

Date: Wednesday, September 24, 2014

Time: 9:00 a.m.

Location: SETA Shasta Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

AGENDA

1. Call to Order/Roll Call
2. Action Item – Approval of July 23, 2014 minutes
3. Action Item – Final Vendor Selection for Marketing, Advertising, Graphic Design and Website Maintenance Services
4. Adjournment

Committee Members: Larry Booth (Chair), Diane Ferrari, Lisa Harr, Barbara Hayes, Tom Kandris, Susan Mansfield, Rick Wylie

This meeting is open to all members of the Sacramento Works, Inc. Board and the public.

DISTRIBUTION DATE: THURSDAY, SEPTEMBER 18, 2014

SACRAMENTO WORKS 925 Del Paso Boulevard, Suite 100 • Sacramento, CA 95815

www.sacramentoworks.org • PHONE (916) 263-3800

Employer Outreach Committee
Minutes/Synopsis
(Minutes reflect the actual progression of the meeting.)

SETA Shasta Room
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Wednesday, July 23, 2014
9:30 a.m.

1. **Call to Order/Roll Call:** Ms. Hayes called the meeting to order at 9:18 a.m.

Members Present: Lisa Harr, Barbara Hayes Susan Mansfield, Tom Kandris, Rick Wylie

Members Absent: Larry Booth, Diane Ferrari

Others present: Jenni Murphy, Robin Purdy, Terri Carpenter, Phil Cunningham, William Walker, Janet Neitzel, Kathy Kossick, Frank Louie,

2. **Action Item – Approval of May 28, 2014 minutes**

Ms. Mansfield noted a correction to the minutes which was noted by the clerk.

Moved/Tom, second/Susan, to approve the minutes as corrected.

Voice Vote: Unanimous approval

3. **Action Item – Final Selection of Media Vendors**

Ms. Carpenter reported that the last media campaign generated 35 new employers; it was a very successful campaign. The same spots will be running this year as well. Ms. Carpenter stated that commercial ads have a 2-3 year life span. Staff received five quotes in response to the RFQ released. Ms. Carpenter reviewed the quotes, audience demographics, and the number of slots proposed.

Channel 3 is the #1 news station in the region where most employers are likely to tune in. Ms. Carpenter stated that we have had success in prior years with our advertising on Channel 3. KCRA and My58 proposed an advertising campaign that would run on KCRA News on both Channel 3 and Channel 58. They have the audience and the demographics. They will have ads that pop up on mobile phones. Part of this package includes having advertising on their web site

The second recommendation is KFBK which is the #2 in the business market; the quote also includes Capital Public Radio. Ms. Carpenter recommends equal allocation between the two. This year, the campaign will be hit hard for two months rather than spread out over the year. Staff will be able to track the employer calls that land on the employer services 'landing page.'

Mr. Phil Cunningham announced that any board member employed by, on the board of directors or has a spouse or immediate family member of any organization being considered for funding needs to recuse themselves from speaking on/voting on this item. This includes owning shares of company stock.

In reply to a question by Mr. Kandris, Ms. Carpenter replied that the commercials be updated next year. Part of the marketing vendor allocation includes the updating of the ads.

Moved/Kandris, second/ Mansfield, to approve the following:

1. Allocate \$40,000 to KCRA News
2. Allocate \$30,000 to the following radio vendors:
 - ✓ Clear Channel/KFBK - \$15,000
 - ✓ Capital Public Radio - \$15,000

Roll call vote:

Aye: 5 (Harr, Hayes, Kandris, Mansfield, Wylie)

Nay: 0

Abstentions: 0

Absent: 2 (Booth and Ferrari)

4. **Action Item – Approval to Release RFQ for Marketing Services**

The current marketing firm is EMRL. SETA has done a year-by-year procurement but we are losing the ability for the marketing community to respond because they see the same quote coming in. We are losing the interest of other firms to respond. Ms. Carpenter expressed interest in a more formal process to attract the interest other marketing firms in responding with a cost quote. This item requests approval to release an RFQ for a formal quote. When the proposals come in, the top three ranked vendors will be presenting to this committee to assist in the selection of the firm. The Governing Board will have final approval. Staff is requesting approval to release the RFQ. The bidders will be evaluated at the September EOC meeting.

Ms. Carpenter stated that approximately \$50,000 per year is spent on marketing services.

Moved/Wylie, second/Kandris, to approve the release of the RFQ for Marketing Services.

Voice Vote: Unanimous approval.

5. **Information Item – Update on Employer Engagement Presentations**

On August 12, Ms. Carpenter and Mr. Walker are scheduled to visit another of Mr. Wylie's CEO level employer group; the first one was well received. There is another one coming up with the restaurant association. Ms. Carpenter stated

that there is a DVD and a simple sheet of talking points. Larry Booth is presenting before the Rotary Clubs. There may be a CIO Roundtable meeting on October 10 at Teichert. This will be a group of regional technology alliance, the senior IT leaders in the area.

6. **Adjournment:** The meeting was adjourned at 9:43 a.m.

ITEM 3 - ACTION

FINAL VENDOR SELECTION FOR MARKETING, ADVERTISING, GRAPHIC DESIGN AND WEBSITE MAINTENANCE SERVICES

BACKGROUND:

On August 18, 2014 a Request for Quotes (RFQ) was released soliciting cost proposals from prospective marketing firms to work with the Sacramento Employment and Training Agency in the development and implementation of marketing, advertising, graphic design and website maintenance services.

Eleven firms were selected from the Sacramento Business Journal Book of Lists – Advertising Agencies and sent the RFQ directly. The RFQ was also posted on the SETA website. Four firms responded with a cost proposal for services requested:

1. Crocker & Crocker
2. EMRL
3. Lee Marketing & Advertising Group
4. Wallrich Creative Communications

Each vendor proposal was evaluated on the following criteria:

Firm Capabilities

- Marketing, Advertising, Graphic Design counsel
- Broadcast Commercial Production
- Media Buying
- Graphic Design
- Video Production
- Website Design/Maintenance

Cost Effectiveness

- Flat hourly rate for 50 hours maximum per month
- Other costs not included in the hourly rate for Scope of Service

Experience

- Specific areas of expertise
- In-house vs. outsourcing capabilities

Account Management System

- Staff assignment
- Process and reporting practices

Based on the above criteria, the vendors were ranked as follows:

ITEM 3 – ACTION (continued)

Page 2

EMRL

Rank 1

Cost quote of \$100 flat hourly fee for all services requested in the RFQ

Provide all services in-house including broadcast/video production.

Waives 15% commission on media buying (industry standard) providing cost savings to clients.

Provides monthly detailed reports outlining time spent on account activities

Crocker & Crocker

Rank 2

Cost quote of \$125 flat hourly fee for all services requested in the RFQ. The quoted hourly rate is a \$50 discount from the agency's blended rate of \$175 per hour.

Video production outsourced.

Use BillQuick for tracking time – no detail on monthly reporting

Media Buying and Video production outsourced.

Lee Marketing & Advertising

Rank 3

Cost quote did not reflect a flat hourly rate – average hourly rate based on proposed rate for various services is \$60.62

Primary experience in retail and post-secondary schools

Did not provide clear information on what services are outsourced.

Wallrich Creative Communications **Rank 4**

Cost quote of \$150 flat hourly rate

No broadcast and video production services provided in-house, these services would be outsourced.

Hourly rate quoted will remain in effect for one year and then will be reviewed

Requires 50% deposit of estimated work to be performed in the first month

The top three ranked proposers will present to the Employer Outreach Committee on Wednesday, September 24, 2014. Each proposer will have 15 minutes to present as follows:

1. Lee Marketing & Advertising Group
2. Crocker & Crocker
3. EMRL .

RECOMMENDATION:

Hear the proposer presentations and select the vendor to provide marketing, advertising, graphic design and website maintenance services.