

**PUBLIC RELATIONS  
COMMITTEE MEETING  
November 18, 2011**

**PRELIMINARY AGENDA**

**FLORIDA INLAND NAVIGATION DISTRICT'S  
PUBLIC RELATIONS COMMITTEE**

**8:30 a.m. Friday, November 18, 2011**

**One Ocean Hotel  
1 Ocean Blvd.  
Atlantic Beach, Duval County, Florida.**

**Committee Members  
Tyler Chappell, Chair**

**Commissioners Donn Colee, Spencer Crowley, Bruce Barkett, & Jerry Sansom**

**Item 1. Call to Order.**

Chair Chappell will call the meeting to order.

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**Item 2. Roll Call.**

Assistant Executive Director Mark Crosley will call the roll.

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**Item 3. Additions or Deletions.**

Any additions or deletions to the meeting agenda will be announced.

RECOMMEND Approval of a final agenda.

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**Item 4. Generic Public Relation Services Agreement with McNicholas and Associates.**

The Committee deferred this item at the last meeting for rewrite which has been accomplished. Staff requested a generic public relation services agreement from McNicholas and Associates. The generic agreement allows us to have a public relations firm under contract if needed to respond to a specific time sensitive matter. Similar agreements could be executed with other firms.

(see back up pages 3 - 7)

RECOMMEND Approval of the generic public relations services agreement with McNicholas and Associates.

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**Item 5.      Additional Staff Comments and Additional Agenda Items.**

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**Item 6.      Commissioners Comments.**

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**Item 7.      Adjournment.**



**McNICHOLAS & ASSOCIATES**

November 1, 2011

David Roach  
Florida Inland Navigation District  
1314 Marcinski Rd  
Jupiter FL 33477

Dear David, The Florida Inland Navigation District (“Client”) provides accurate and timely information to the public about its programs, facilities and operations. Because of the complex nature of the District’s work, and the continued growth in residential and commercial areas adjacent to the Intracoastal Waterway, there are occasions when the District may desire assistance from communications professionals.

We are pleased that you have requested McNicholas & Associates, Inc. to assist in that program on an as-needed basis. The Scope of Services is detailed in a separate document. . Please review the following description of services and fees. If you agree with the terms set out below, please sign on the line indicated and return two original copies to us, we will then return a fully executed copy to you.

**SERVICES**

Client desires McNicholas & Associates, Inc. to perform the following services:

- Public relations and public affairs: On an as-needed basis, advise and assist District board chair, public relations committee chair, and staff, in their communications with local, state and national media outlets regarding interviews, articles, editorials, and stories involving the District. As requested, advise Client on methods to directly communicate, inform and engage with the public regarding the District’s programs. Consultant agrees that all services performed by consultant for Client, including but not limited to media relations, public relations, governmental relations, event planning, community outreach, promotions and media relations, shall be subject to Client’s prior review and approval.
- Only at Client’s direction, create various collateral materials as requested by Client (invitations, signage, etc.)

**Page Two of Three**

Client agrees to:

- Pay McNicholas & Associates, Inc. as of the fifteenth day of each month for the performance of the above services as set forth herein.
- Cooperate fully with McNicholas & Associates, Inc. by providing all necessary information and disclosing all material facts which will aid us in rendering the requested services to you.

**FEES AND EXPENSES**

In consideration of the services performed by McNicholas & Associates, Inc., Client agrees to pay McNicholas & Associates, Inc. on an hourly basis as outlined below:

- Tom McNicholas           \$200.00 per hour
- Maureen Saltzer       \$175.00 per hour
- Associate Employees   \$150.00 per hour
- Clerical Support        \$100.00 per hour

Marketing communication projects will be estimated and billed separately. All project estimates will include all associated costs such as, but not limited to, design, layout, copywriting, production, stock photography, printing, etc.

The fees and expenses are herein exclusive of direct reimbursements (i.e. applications, fees, etc.), general overhead expenses such as telephone toll charges, postage, copying and mileage. Direct reimbursement will be billed at actual cost. Unpaid balances which are outstanding for more than thirty (30) days shall accrue interest at the rate of one-and-one-half (1 ½%) percent per month.

**GENERAL MATTERS**

All matters and discussions with Client are confidential. This includes materials, paperwork and notes.

This Agreement may be terminated by either party upon thirty (30) days written notice to the other. In the event this Agreement is terminated by Client, the Client shall be liable to McNicholas & Associates, Inc. for all fees due for services rendered as set forth above.

**Page Three of Three**

This letter contains the entire Agreement between Client and McNicholas & Associates, Inc. and can be modified only by written agreement signed by both parties.

McNicholas & Associates, Inc.

\_\_\_\_\_  
Thomas R. McNicholas, President

Approved and agreed to this \_\_\_\_\_ day

Of \_\_\_\_\_, 2011.

**By:** \_\_\_\_\_

**Title:** \_\_\_\_\_

# Scope of Services Proposal for Florida Inland Navigation District

November 2011



**MCNICHOLAS & ASSOCIATES**

**Background:**

The Florida Inland Navigation District (“Client”) provides accurate and timely information to the public about its programs, facilities and operations. Because of the complex nature of the District’s work, and the continued growth in residential and commercial areas adjacent to the Intracoastal Waterway, there are occasions when the District may desire assistance from communications professionals.

**Objective:** On an as-needed basis only, assist the Florida Inland Navigation District in informing residents and stakeholders about FIND’s mission, projects, investment in and benefit to their communities.

- ◆ **Introduce projects and its benefits to residents and organizations in order to ensure they have accurate information on which to base their opinions.**
- ◆ **Work with local media to ensure that the public is informed about the projects, timelines, plan of work and benefits. Create press releases and/or work to facilitate media interviews regarding these projects.**
- ◆ **Assist in developing comprehensive descriptions of the District’s projects, pointing out economic and other community benefits. Assist in responding to community concerns.**
- ◆ **At your direction only, develop collateral materials that illustrate and explain the significant public benefits of the project.**
- ◆ **Assist FIND in securing third-party endorsements that explain, promote and advocate for the benefits of the project.**
- ◆ **Draft opinion pieces and letters to the editor as needed.**
- ◆ **Organize and execute open houses, community meetings and public meetings as necessary.**

Work will be performed only at the request of FIND executive staff, the scope of services for each project will be specifically identified and approved prior to any work being done.