

PRODUCTIVE LIVING BOARD
COMMUNICATIONS AD HOC COMMITTEE MINUTES

Tuesday, November 6, 2018

121 Hunter Avenue, Suite 200
St. Louis, MO 63124

COMMITTEE MEMBERS PRESENT

Anne Tolan, Chairperson
Mary Beth Monafo
Christine Ney
Kimberly Tuttle

COMMITTEE MEMBER VIA TELEPHONE

Cordell Whitlock

STAFF MEMBERS PRESENT

Becky Herschbach, Executive Director
Glen Goldstein
Donald Kaufmann
Kathy Williams

GUESTS PRESENT

Tracy Kondla, IDDHHelp
Amanda Kehoe, Sunnyhill, Inc.

A quorum was present and due notice had been published. Ms. Tolan called the meeting to order at approximately 10:30 a.m.

Board Action Item

1. Website Content Redesign Consultant RFP

A Request for Proposals for a Website Content Redesign Consultant was issued on September 25, 2018. Five proposals were received. Becky Herschbach discussed the RFP evaluation and scoring process.

The Communications Ad Hoc Committee recommends that the Board approve the proposal from Thoughtprocess Interactive for a Website Content Redesign Consultant for an amount not to exceed \$35,960 which includes an additional estimated \$5,000 for stock images. This represents an increase to the Fiscal Year 2019 PLB Operations Budget of \$16,000 bringing the total Public Relations line item budget to \$46,000.

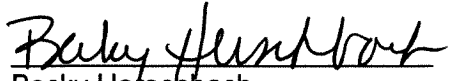
Committee Discussion Item

1. Discuss Key PLB Messages

Becky Herschbach facilitated a discussion about key PLB messages.

There being no further business before the Committee, the Communications Ad Hoc Committee adjourned at approximately 11:15 a.m.

Respectfully submitted,


Becky Herschbach
Executive Director

As recorded by Kathy Williams, Executive Administrative Assistant

The above minutes were reviewed and approved by Anne Tolan, Chairperson of the Communications Ad Hoc Committee.