

COMMUNITY DEVELOPMENT AUTHORITY

Monday, October 12, 2020

5:30 p.m.

Due to the COVID-19 pandemic, this meeting will take place virtually via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting <https://zoom.us/j/96365765879?pwd=ay8wdFB3UzFDRmZHdHU3TG1YN0Y3UT09>.

You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 963 6576 5879# When asked for your Participant ID, just press # when asked for the [Passcode enter 221](#).

You may also choose to participate by providing public comment prior to the meeting via email to Village Clerk Lisa Kalata: lkalata@village.cottage-grove.wi.us

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak About Any Subject That Is Not A Specific Agenda Item.
4. Discuss And Consider Approval Of Minutes Of The September 29, 2020 CDA Meeting.

Documents:

[9-29-2020 CDA MINUTES.PDF](#)

5. Discuss And Consider Next Steps For Marketing Proposal.

Documents:

[CDA_MARKETING_2020-10-12.PDF](#)

6. Future Agenda Items
7. Adjournment

This agenda has been prepared by Staff and approved by the Chair of the Community Development Authority for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF COTTAGE GROVE
COMMUNITY DEVELOPMENT AUTHORITY
Tuesday, September 29, 2020**

MINUTES

1. Call to order

The September 29, 2020 regular meeting of the Community Development Authority was called to order at 5:30 p.m. by Lennberg, this was a Zoom meeting.

2. Determination of quorum and that the agenda was properly posted.

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Jeff Lennberg, Sarah Valencia, Jerrud Rossing, Mike Elder, John Hogan, Mike Millage came in at 5:34 pm and Kim Sale. Also, in attendance were Planning Director Erin Ruth, and Clerk Lisa Kalata.

3. PUBLIC APPEARANCES – *Public’s opportunity to speak about any subject that is not a specific agenda item.*

None

4. Discuss and Consider approval of minutes of the August 10, 2020 CDA meeting.

Motion by Valencia to approve the minutes from the August 10, 2020, seconded by Hogan. **Motion** carried with a voice vote of 6-0-0.

5. Review proposals received for marketing project. Discuss and consider next steps for requesting budget and awarding project.

Motion by Valencia to request \$30,000 in the 2021 budget for the marketing project and have staff reach out to Distillery, Weber Marketing, and Singlefire to come back with a presentation, seconded by Rossing. **Motion** carried with a voice vote of 7-0-0.

6. Discuss CDA member representation on Village of Cottage Grove’s Housing Task Force.

Ruth explained that the Village is putting together a Housing Task Force and would like a CDA member to sit on the committee as well, if anyone is interested to contact John Williams or Erin Ruth. Hogan indicated that maybe Mick Conrad would be a good person for the committee due to his experience and knowledge of housing.

7. Future agenda items

Marketing project rubric and scope

8. Adjournment

Motion by Hogan to adjourn at 6:05 pm, seconded by Valencia. Motion carried with a voice vote of 7-0-0.

**Lisa Kalata, Clerk
Village of Cottage Grove
Approved:**

These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.



CDA STAFF REPORT

MEMO DATE: October 9, 2020
MEETING DATE: **OCTOBER 12, 2020**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **Marketing Proposal Review**

OVERVIEW

At the September 29 meeting the CDA chose to request \$30,000 from the 2021 budget for a marketing project, and moved three of five RFP respondents (Distillery, Signalfire, and Weber Marketing) forward for further consideration.

Direction was given to staff to prepare a scoring system to assist the committee in selecting a consultant.

Staff also reviewed the scope of work in each of the three finalist's proposals to determine how to achieve an apples to apples comparison given the range in price and scope in the proposals.

SCORING SYSTEM

The RFP listed the criteria the CDA would use in selecting a consultant. Those criteria are listed below. The RFP did not designate how those criteria would be weighted relative to each other.

The criteria are:

1. Qualifications and Experience of Firm and Individuals Assigned
2. Specific Plans and Methodology
3. References from Other Clients
4. Quality of Illustrative Examples
5. Proposed Fee

Staff recommends assigning each of the five criteria equal weight with each being worth 20 points totaling 100, though the CDA may choose to assign the points differently.

SCOPE COMPARISON

The following table compares the scopes or work described in the finalist’s proposals.

DISTILLERY	SIGNALFIRE	WEBER
Ph. 1 – Audit	Ph. 1 – Discovering & Understanding CG	Ph. 1a – Research
<ul style="list-style-type: none"> - Internal review - External review - Deliverables: present findings of market research, competitor strategies, & community sentiment - Feedback 	<ul style="list-style-type: none"> - Undercover visit - CG Team Interviews - Community Focus Group 	<ul style="list-style-type: none"> - Present research strategy and plan to VoCG - Execution and assessment inc. surveys and focus groups
Ph. 2 – Branding Exploration	Ph. 2 – Research & Comparison	Ph. 1b – Brand Development
<ul style="list-style-type: none"> - Design (3 options) - Presentation - Refinement 	<ul style="list-style-type: none"> - Competitive community comparisons 	<ul style="list-style-type: none"> - Review surrounding community branding - Development of brand framework - 3 logo/tagline options - Concept and approval - Deliver brand standards guide
Ph. 3 – Rollout	Ph. 3 – Visual Identity Development	Ph. 1c – Marketing Plan
<ul style="list-style-type: none"> - Strategy - Deliverables: style guides and templates 	<ul style="list-style-type: none"> - Logo design (3 initial concepts) 	<ul style="list-style-type: none"> - Development of 12-month plan
	Ph. 4 – Application of the Brand	
	<ul style="list-style-type: none"> - Style and use guide - Advertising concepts & scaling the brand - Recommended marketing plan 	

While Distillery had the lowest fee, they also appear to have the narrowest scope with a more streamlined research phase and a late phase marketing strategy focused on brand rollout.

Signalfire provides an undercover visit in their research phase that the others don't offer and their marketing strategy seems to go beyond brand rollout to exploring broader community marketing efforts.

Weber includes a community survey in the research phase that is not mentioned in the other proposals. Like Signalfire, their marketing strategy also appears to be more comprehensive than just introducing the new brand.

Staff recommends asking Signalfire to separate the cost of the undercover visit and divide the marketing strategy costs between brand rollout and further marketing efforts. Staff further recommends asking Weber to separate the cost of the community survey and likewise divide the costs of the marketing strategy between brand rollout and follow up marketing efforts.

With those costs pulled out we should be able to achieve a more direct comparison among the three proposals.