



CDA STAFF REPORT

MEMO DATE: December 29, 2020
MEETING DATE: **JANUARY 4, 2021**

TO: Village of Cottage Grove Board of Trustees
CC: Matt Giese – Village Administrator
Lisa Kalata – Village Clerk
Larry Konopacki – Village Attorney

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

RE: **CDA Marketing Project Contract**

OVERVIEW

The Village's 2021 budget includes \$30,000 for the CDA to conduct a marketing project.

At their December meeting the CDA interviewed three finalists for the project: Weber Marketing from Cottage Grove, Signalfire from Delavan, and Distillery from Madison. All three firms provided very strong references and all three interviewed very well.

Ultimately, the CDA directed staff to negotiate a contract with Distillery based on their proposal. That contract is attached. It has been reviewed by Attorney Konopacki.

Distillery's contract includes an \$18,500 fee over three phases. Therefore, some budget will remain for potential follow up work by the CDA. Distillery is available to start work upon approval of the contract. Their proposed schedule culminates with a final deliverable as soon as April 2021.

STAFF RECOMMENDATION

Staff recommends approval of the attached contract.