

Memorandum

REPORT TO: Study Commission

FROM: Caeleb Heinen, Recording Secretary
Mike Maas, Ex Officio

SUBJECT: Communications Strategist Candidates Presentations, Interviews, Discussions and Recommendation to hire as Contractor

MEETING DATE: July 23, 2025

AGENDA ITEM TYPE: Citizen Advisory Board/Commission

RECOMMENDATION: Instead of deliberation during the meeting, send email thoughts to Mike Maas, who will then forward to Becky and Deanna (the Selection Committee).

STRATEGIC PLAN: 1.1 Outreach: Continue to strengthen and innovate in how we deliver information to the community and our partners.

BACKGROUND: The Commission will hear from two candidates for the Communication Strategist

Schedule (time will be very specific to give equal time):

4:00-4:20pm, [Andrew Thomas](#) will present with questions from us 4:20-4:30pm

4:30-4:50pm, Stan Odenthal from [Working Ventures](#) will present with questions from us 4:50-5:00pm

Here are the topics they have been asked to address:

Short overview of what they will provide for the Study Commission

Explain experience and process of developing public surveys

Experience in developing public communications in the confines of municipalities

How they will help us implement the Communication Plan, Engagement Plan and Study Plan

How will you manage this effectively from a remote location?

Instead of deliberation during the meeting, send email thoughts to Mike Maas, who will then forward to Becky and Deanna (the Selection Committee). Please remember the following points, as all emails are public record:

We want to hear from you:

Strengths and insights around the RFP criteria only (Section 9 and it is attached here)

We do NOT want
Pro and con dynamics
Any attributes outside of the RFP criteria

During the August 7 meeting, we will present the agreement for approval. This will be signed by the vendor that they agree to the conditions of the contract, and final signing will be completed following the August 7 approval.

UNRESOLVED ISSUES: None identified

ALTERNATIVES: As per the Study Commission

FISCAL EFFECTS: TBD

Report compiled on: July 17, 2025