

HERMOSA BEACH CITY SCHOOL DISTRICT

TO: Patricia Escalante
District Superintendent

FROM: Angela M. Jones
Business Manager

DATE: May 9, 2018

SUBJECT: CONSULTANT AGREEMENT RENEWAL FOR PUBLIC RELATIONS
SERVICES

RECOMMENDATION

It is recommended that the Board of Education approve the Consultant Agreement Renewal with TPRC Communications to provide public relations services.

BACKGROUND

Since March 2016, TPRC Communications has successfully implemented a communications plan that focused on social media, website, newsletters, press releases and communication systems to disseminate information about the district and specifically facilities bond Measure S.

Mr. Zaleski, owner of TPRC Communications, has made numerous presentations to the Board to share communication data showing a considerable increase in the number of ways and the number of users that accessed information regarding the school district. Mr. Zaleski will focus on an expansion of his oversight of the District website and alignment of all of all duties with board policy and administrative regulations. As a resident of Hermosa Beach, Mr. Zaleski has the unique understanding of what types of information is relevant and meaningful to the community and he delivers it in a timely manner.

Funding for the consultant agreement will be taken from the General Fund.

