

**CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
FEBRUARY 3, 2015 AGENDA**

Subject:	Type:	Submitted By:
AGREEMENT - SPEAKING ENGAGEMENT SERVICES	◆ RESOLUTION ORDINANCE RECEIVE/FILE	RITA M. RAMIREZ ASSISTANT CITY ADMINISTRATOR DIRECTOR COMMUNITY SERVICES

SYNOPSIS

A resolution has been prepared approving an agreement with Peter Kageyama DBA Sextant Marketing Group (SMG) to provide a multi-part, two day engagement in conjunction with the kickoff of the Comprehensive Plan Update project.

FISCAL IMPACT

Funding was included in the FY 15 General Fund budget for professional services and other expenses related to the Comprehensive Plan Update project.

RECOMMENDATION

Approval.

BACKGROUND

On August 19, 2014 the Council authorized a contract with Logan Simpson Design to facilitate the update of the City's comprehensive plan, a project dubbed Look Out La Vista. Part of the scope of work in that contract includes a public kickoff event that will launch the community engagement efforts and begin a promotional campaign for the project.

Peter Kageyama is an internationally recognized author (*For the Love of Cities and Love Where You Live*) and expert on community development and grassroots engagement. He was a keynote speaker at the annual ICMA Conference last fall and conducts workshops throughout the country and abroad inspiring people to think creatively about their communities and what they can do to maximize their connection to that community.

We are proposing to bring Mr. Kageyama to La Vista as part of the comprehensive plan kickoff event and to meet with various community groups over a two-day period, with a goal of motivating citizens to become active participants in the Look Out La Vista project and helping to set the course for the future of the community.

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA, APPROVING THE EXECUTION OF AN AGREEMENT WITH PETER KAGEYAMA DBA SEXTANT MARKETING GROUP (SMG) FOR A TWO DAY ENGAGEMENT IN CONJUNCTION WITH THE KICKOFF OF THE COMPREHENSIVE PLAN UPDATE PROJECT IN AN AMOUNT NOT TO EXCEED \$11,500 PLUS EXPENSES.

WHEREAS, Council approved a contract with Logan Simpson Design to facilitate the update of the City's comprehensive plan; and

WHEREAS, the scope of work for said comprehensive plan update includes a public kickoff event that will launch the community engagement efforts and begin a promotional campaign for the project; and

WHEREAS, Peter Kageyama is an internationally known author and expert on community development and grassroots engagement; and

WHEREAS, funding was included in the 2015 General Fund budget for professional services and other expenses related to the comprehensive plan update project.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of La Vista, Nebraska, hereby approves the agreement with Peter Kageyama DBA Sextant Marketing Group (SMG) in an amount not to exceed \$11,500 plus expenses authorizes the Mayor to execute said agreement.

PASSED AND APPROVED THIS 3RD DAY OF FEBRUARY 2015.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

Pamela A. Buethe
City Clerk



SPEAKING ENGAGEMENT AGREEMENT

This Speaking Engagement Agreement (this "Agreement") is made January 22, 2015 and between **Peter Kageyama DBA Sextant Marketing Group ("SMG")**, whose address is 614 3rd Ave. South, St. Petersburg, FL 33701

and

City of La Vista (client)

TERMS AND CONDITIONS

SPEAKING FEE and COSTS: *Client shall pay SMG a fee of \$11,500 USD plus costs. This fee includes:*

- *Session with city council and city staff; approx. 60-90 minutes*
- *Session with arts & cultural leaders; approx. 60-90 minutes*
- *Possible presentation to broad community*
- *Community workshop for approximately 100+ attendees*
- *Graphic recording of workshop*

Costs to include hotel, economy airfare for two, ground transport, parking, flight insurance and hotel for Peter Kageyama. Client will also provide workshop materials. SMG will submit all cost receipts for processing to the client.

TRAVEL ARRANGEMENTS: *SMG will provide proposed air travel to the client for approval prior to purchase. To protect both parties, we purchase flight insurance that covers unexpected changes or rescheduling. Typically this is about \$30 each. Once approved, SMG will book travel and submit receipts to the client for payment. Client will book hotel (non smoking room please!) with wifi. Ground transport to and from the airport and local transit will be reimbursed by client.*

SPEAKING LOCATION: La Vista, NE

Venues: TBD

SPEECH DATE & TIME: **March 30-31st, 2015; Exact times TBD.**
Workshop on Tuesday, March 31st.

TOPIC: *For the Love of Cities; How to fall in love with your city, the economic benefits to emotional engagement and how to engage your citizens as development resources. Depending on your overall objectives, I can emphasis particular issues and we can discuss and tailor this to your needs/audience. Workshop will be highly interactive and designed to get people to initiate some of their own ideas and projects.*

TENTATIVE AGENDA:

Peter will arrive on Sunday, March 29th. Tour of La Vista later that day and the morning of the 30th. Sessions with city and other groups on the afternoon of the 30th. Community workshop on the 31st. Graphic recorder Michelle Royal, likely to arrive on Monday, March 30th.

WORKSHOP MATERIALS: The community workshop requires paper, markers, post it notes and other materials. SMG will provide a detailed list of needed materials which the client will purchase and provide onsite.

BOOK SALES: *The Client may pre-purchase copies of books for distribution to attendees, board members, sponsors, etc. Discounted cost per book will be \$12 USD each plus shipping and we will need that order a few weeks prior to the scheduled event. Larger discounts are available on orders of 100 or more books. SMG may also ship copies of the book in advance of*

the events for sale on site. SMG requests a table for book signing immediately following the keynote presentation. Peter will provide his own cash box and credit card processing but asks for a volunteer to assist in the sales.

EVENT PROMOTIONS: SMG will provide client with photos, cover images and copy as needed to promote the event. SMG will promote the event as well through our website, Facebook site and social media outlets. If you have a hash tag for your event, please provide that to us in advance. Peter will make himself available to local media as well.

RECORDING: Recording is permitted with prior written notice to SMG but may only be used for internal purposes. A copy of any recording will be provided to SMG. If photos are taken, we request digital copies as well.

TECHNICAL REQUIREMENTS: Client shall provide ability to project presentation on large-scale screen as Peter uses Keynote to illustrate concepts. Presentation may include video so a sound connection for the computer is necessary. Peter will use his own laptop and has a wireless remote. When presenting Peter uses a wireless lavalier microphone, a time clock if possible, and a bottle of water.

PAYMENT: Client shall pay SMG by check (payable to: Sextant Marketing Group, EIN 20-0020234) as follows:

- \$2000 USD initial deposit due upon signing by both parties
- Balance due on event completion, SMG will submit final invoice.
- Remaining expenses will be submitted with final invoice.

Wire transfers are available or mail checks payable to Sextant Marketing Group sent to:

Sextant Marketing Group
614 3rd Ave. South
St. Petersburg, FL 33701

PRE-EVENT CONFERENCE CALL: Peter requests a 30 minute pre-event call with Client 3-4 weeks prior to event to review Client's desired outcomes, learn more about the audience, and confirm any special references the Client would like Peter to make during the presentation. Peter may also ask client to suggest some local Texas examples in advance of the event.

EVENT CANCELLATION: SMG reserves the right to cancel this Agreement at any time in the event of an illness, unforeseen emergency, overriding obligation or professional responsibility of the Speaker. In the event of cancellation, including a weather induced cancellation, every effort to reschedule will be made. If rescheduling is not possible SMG will refund the deposit, less booked travel expenses, but shall have no liability for expenses or losses resulting from such cancellation.

FORCE MAJEURE: Notwithstanding the terms of this Agreement, in the event that the performance of any obligation under this Agreement by any party is prevented due to acts of God or any other cause beyond the reasonable control for a party, such party shall not be responsible to the other parties for failure or delay in performance of its obligations under this Agreement. In the event that Client cancels a presentation under this provision, SMG shall be entitled to retain the initial deposit of the speaking fee.

Miscellaneous: Where applicable, Florida law will apply.

IN WITNESS WHEREOF and intending to be legally bound hereby, the authorized parties hereto have executed this Agreement as of the day and year first above written.

For Sextant Marketing Group

Client: _____



By: Peter Kageyama

By: _____

Date: 1/22/15

Date: _____

For the Love of La Vista

I propose a multi-part engagement with the City of La Vista, done in conjunction with designated partners such as the City and the Chamber of Commerce. The engagement will be based on my book, *For the Love of Cities*, and will share my vision of how growing a core of committed people who love and give back to their cities can be a critical development resource that benefits the entire community.

The work will be done over a two day period during which La Vista may choose the various components that fit best in their current and future plans. We can do three, possibly four of these elements in the estimated time frame.

Session with City Council and Departmental Leadership

Format: I would like to suggest a special session with city leadership. This could be a 60-90 minute session that is part presentation, part discussion. This would focus on how the city leadership can encourage and nurture more grass roots citizen engagement.

Who Attends: Council, city staff, departmental leaders and staff charged with implementation.

Session with Arts & Cultural Leaders

Format: Similar to the above session with municipal leadership. This could be a 60-90 minute session that is part presentation, part discussion. This would focus on the unique role that arts and culture plays in making better cities. Discussion will also focus on new ways that artists and creative people can connect and engage with their community.

Who Attends: Arts and cultural leaders, artists, creative “makers”, social entrepreneurs and city staff that interacts with them.

Session with Young Professionals

Format: I suggest a special session with your young professionals in an after work venue where they can get a drink, socialize a bit and then have a more interactive session with me. I do what I call “Presentation Jeopardy” where I put a dozen or so topics on the screen and ask them what they want to talk about. This lets them drive the conversation and encourages far more interaction. This is typically about 60 minutes.

Who Attends: Young professionals and even college students if you can arrange it. If your Chamber has a YP group, we would coordinate with them.

Speaking Engagement for broad community

Format: This would be stand-alone session, ideally at a breakfast or lunch meeting. The format would be 45 minutes of presentation with time left for Q&A. Alternatively we might do this at a performance venue in the evening and invite a slightly different crowd. If we do it in the evening, the time is more open and we could do Q&A afterwards.

Topic: You are already familiar with my work but I would add that I can shape my remarks to address a particular issue(s) that you are facing.

Who Attends: The Target Audience for part one would be the traditional leadership from the business, government, not for profit and educational leadership communities, particularly if lunch or breakfast is part of the event. If an evening event, it becomes much more open.

Book signing could follow any of these sessions.

OptionThree: Community Workshop – For the Love of La Vista

Format: The heart of the engagement is a half-day workshop (For the Love of La Vista) that would allow for a meaningful engagement with a large group of participant (75-125 participants). Ideally this event should be free to participants.

Objective: The central element of the workshop is to get people to examine and discuss what they love about their city and how we can increase that emotional engagement. We will get them to think creatively about what they can do to increase the love of La Vista and hopefully spur some of them to take action.

Most members of their communities have an attitude where they passively receive from the city and government. We would look to use this engagement as a jumpstart towards a more “activist” citizenry, who takes more ownership and responsibility for making La Vista a great community. This enhances the civic capacity of the community. And it fits within the “Our La Vista” program/concept already in place.

Who Attends: This target audience is more of the practitioners and doers in the community. The CEOs, organizational leaders and elected officials are less likely to attend a half-day event but they can send their staff and key people. Additionally we would hope to attract those activist citizens throughout the community and network them together. This would be an ideal event for young

professionals and up and coming leaders of the community to participate in, as they will be the ones that ultimately build what we discuss.

One element I stress is the need to target select communities of interest who may feel disenfranchised or neglected in the city making process. With your help, we will make specific outreach to those groups to get them to participate.

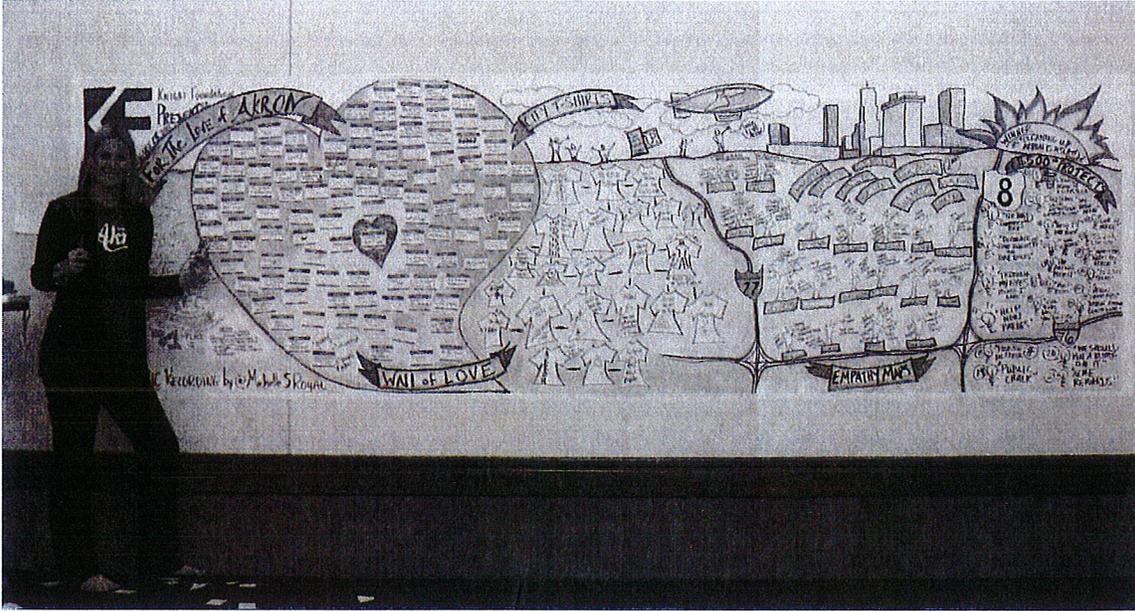
Why This Is Different: Most community workshops deal with technical or overtly political issues that many people feel unqualified to speak upon. Because our event deals with the things that people love, hate and engage with in their respective communities, the subject matter is not intimidating and promotes broader participation. And because of the inclusive approach we use to get people into the workshop, we usually have a highly representative mix of community members.

\$500 Impact: The last exercise of the workshop is called the “\$500 Project” and it brainstorms how you can make your city a better, more lovable community with a budget of just \$500. We have seen some amazingly creative ideas flow out of this process and a great way to sustain and continue the engagement would be to secure \$500 (or more) to actually fund one of the projects that is created. The participants would vote on the winner and assign champions to move the project forward. This small investment would encourage and empower citizens to take their own actions and be less dependent on official funders such as the city or the community foundation.

Outcomes: In other communities we have seen new coalitions form around the ideas generated at the workshop. We have seen local philanthropic organizations change their funding programs to accommodate “micro financing” needs within their communities. We have seen new businesses start. We have seen private funding emerge to fund projects generated at the event. We have seen more people “get in the game” and become part of their community’s solution to being a better city.

Option for Graphic Recording: A fabulous option for this process is the “graphic recording” element we can provide as part of the workshop. During the session we create a large-scale mural that graphically captures all of the ideas that are generated that day. This eliminates the need for participants to take notes themselves and creates an easily understandable and sharable “artifact” that survives the day.

Example from Akron



My partner, Michelle Royal, provides the graphic recording services for the community based workshop. There are additional costs involved; see below.

Common Questions

Why does this matter to my community?

Many people feel ill-equipped to comment on or engage with matters such as economic development, cultural planning or environmental sustainability. But by turning this conversation into emotionally relatable terms, we bring many more people into the community building process. People feel that they have a say and therefore a stake in the development process and they take ownership of at least part of the solution for their city.

In the current economic climate, communities need the support of the grassroots citizens in order to create any kind of sustained action. With limited top down budgets, we need the excitement and energy that engaged citizens bring in order to create momentum for any future efforts.

Are there economic benefits to “lovable cities”?

In their massive three-year study called *The Soul of the Community* (2008-2010), Gallup found significant correlations between the levels of emotional connections people have with their places and the overall economic vitality of the community. Simply put, they found that places with the highest levels of passion and loyalty had the highest local GDP. They would not go so far as say they were causal,

but they clearly moved together and therefore bear consideration in our evaluation of our cities.

What kind of benefits can I expect in La Vista?

One key point to consider for La Vista (and all cities) is the fact that traditional resources from government, business and the philanthropic sectors have become very scarce. In order for communities to survive and move forward it is critical to find new sources for community development and I believe that the love, passion and engagement of committed citizens is an extraordinary source of opportunity for those cities. If you are able to tap into the creative and entrepreneurial capacity of your engaged citizens, they will do amazing things for their cities; things that cities would otherwise not be able to afford or organize. Building this “emotional capital” in our communities will pay immense dividends to our cash strapped cities and provide fuel for future grassroots efforts.

What Does This Cost?

Description	Fee
Sessions and workshop	\$9,000
Supplies – paper, markers, post its, etc.	\$100 (Estimated)
Optional Graphic Recording	\$2500
Travel expenses (2 economy class, hotel, transport)	\$1200 (Estimated)
Total without graphic recording	\$10,100
Total with graphic recording	\$12,800

Other Possible Expenses

- Facility rental (ideally donated as part of the venue’s support of program and listing as a sponsor)
- Technology and AV rental (if venue does not have equipment)
- Food and beverage for the two sessions. Keep it simple.
- Suggest a small amount of project funding for the workshop which will include the \$500 Project.

Dates & Logistics

I am available the weeks of March 23rd and 30th and April 13th, 20th and 27th. We can discuss other options. I would fly into Omaha and would prefer not to have to rent a car. Hotel is booked by client. Flights are booked by me.