



# The City of Ferndale

## Agenda

VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA)  
Board of Directors Downtown Development Authority Meeting  
THURSDAY, SEPTEMBER 10, 2020 @ 8:00 AM

Please click this URL to join.

<https://us02web.zoom.us/j/81750893032?pwd=ZUhEcjJqak5iQnFyMm1Cd0R0WFJ1Zz09>

Passcode: FERNDALÉ

Or join by phone: 929 205 6099

Webinar ID: 817 5089 3032

Passcode: 78283010

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### 1.Call to Order & Roll Call

### 2.Approval of Agenda

### 3.Presentations

#### 3.a. [DDA Executive Director Updates](#)

### 4.Community Reports

Reports from community organization representatives in attendance, including but not limited to: Ferndale Area Chamber of Commerce, Ferndale Area District Library, 8 Mile Boulevard Association, etc.

### 5.Call to Audience

### 6.Consent Agenda

### 7.Regular Agenda

#### 7.a. [Approval of Contract for Social Media Management Services in the amount of \\$9,000](#)

### 8.Call to Committee Chairs, Board Members & Staff (note more than 3 minutes)

### 9.Adjournment

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** DDA Executive Director Updates

**INTRODUCTION**

**SUMMARY & BACKGROUND**

**BUDGETARY CONTEXT**

**CIP#**

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

**RECOMMENDED ACTION**

Updates from the DDA Executive Director on previous month's activities and programs.

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Lena Stevens

**SUBJECT:** Approval of Contract for Social Media Management Services in the amount of \$9,000

**INTRODUCTION**

**SUMMARY & BACKGROUND**

In March 2020, one of the Ferndale DDA's first COVID-19 response efforts was to hire an experienced Social Media Manager, Sadie Quagliotto. Since that time, Sadie has become an invaluable member of the DDA team, proactively alerting us to issues in the business community and helping us craft our messaging. She has gone above and beyond the scope of her contract to help us build our online presence.

A few examples of Sadie's work that you may not have known about:

- Crafted the outreach strategy for the #openinferndale crowdfunding campaign ensuring that we reached our goal of \$4000 to support the PPE Marketplace
- Suggested that we focus on open air patio promotion during the weekend of the canceled Woodward Dream Cruise
- Facilitating "takeovers" where local businesses run the @downtownferndale social media accounts for a day

By the numbers:

- Instagram had 1955 followers, now 3385
- Facebook followers have increased only by about 250, but the post reach has increased by about 15%-20%
- Facebook Stories are reaching about 900 people, and were not utilized previously
- Engagement has increased significantly on all platforms (likes, comments, shares, etc.)
- Content is being published on a regular basis, so the engagement we are seeing is remaining relatively consistent instead of the peaks and valleys of our previous social media strategy

As we move into the end of 2020 two things will become increasingly important: updating the community about COVID-19 and attracting attention and business throughout the holiday season. It will be imperative that we motivate people to come shop downtown or to shop virtually with our businesses this holiday season. To accomplish this goal, we need to start planning our communications strategy further in advance, and this contract will help us to accomplish that.

Additionally, we need to be prepared to pivot our plans as the pandemic changes. Sadie has proven herself as a proactive social media manager, who has a passion for Ferndale. She makes a great addition to the DDA team.

**BUDGETARY CONTEXT**

Budget for a Social Media Manager was included in 248-000-818.000 Contractual Services in the amount of

\$6500 for FY21.

Sadie Quagliotto is currently contracted to work with the Ferndale DDA from July-September for a total of \$4,500. If the proposed contract is approved the line item will increase from the original plan of \$6,500 to \$13,500. This is primarily due to the fact that COVID-19 has created a significant workload for both DDA staff, which necessitates a dedicated social media manager to function without day-to-day assistance from staff. Social media has also become one of the primary methods for engagement with businesses, and is therefore a key to us developing a more sophisticated marketing and outreach strategy.

It is also important to note that the DDA staff levels were reduced from 3 to 2 in the FY20 budget specifically to allow for the hiring of dedicated professionals as necessary.

This change will be included in the upcoming budget amendments this fall as the City of Ferndale and DDA explore the potential impacts of COVID-19.

**CIP#**

NA

**ATTACHMENTS**

[DDA Social Media Management Contract Oct 20 - March 21.pdf](#)

**STRATEGIC PLANNING CONTEXT**

Safe, Protected, Engaged Community

**RECOMMENDED ACTION**

Approval of contract with Sadie Quagliotto for social media management services from October 2020 - March 2021

**Contract for Social Media Management Services**  
**Sadie Quagliotto**  
3874 Samuel Ave  
Rochester Hills  
MI, 48309

**Summary**

As we move into the end of 2020 two things will become increasingly important: updating the community about COVID-19 and attracting attention and business throughout the holiday season.

It will be imperative that we motivate people to come shop downtown or to log on and shop virtually with our businesses this holiday season. This will help to ensure that they make it through this year in the best shape that they can. I would also like to work with you to build out a guide to shopping local that we push throughout the entire holiday season. This will help us start planning out quality content further in advance.

At the same time, we will need to be sensitive to the world around us which means we may have to change things on the fly. Being able to adjust and pivot is key to this account's success.

Ideally, we want our social media to answer everything people need to know about Ferndale so it's easy for them to visit and spend their money in our city this holiday season and beyond.

After we get through the holidays, we will have a long winter (possibly locked down). It will be imperative that we focus on all the ways you can access our businesses and continue to shop in our city. This will include business spotlights, information about how to find items you may be looking for and product features.

I also suggest that we work with the companies in Ferndale to create some contents to generate some hype and get more people interested. We can also use this as a way to reach new followers in the area so that we are talking to more people who can hopefully spend their money in our city.

The winter may be a hard time for people financially and mentally, so I want this account and our city to be a place where they see some positivity and hope. I think we should explore featuring people, places and things that are spreading joy and hope within the community after the new year to keep people's spirits up. By sharing positivity and practical information I think we can make a positive impact on the businesses and the city.

## Goals

- Continue to grow account followers and interaction especially on Instagram because it is the fastest growing channel and Instagram followers are statistically the most likely to make a purchase/ interact with a business.
- Continue to get more people interested in Ferndale's story, events and businesses, especially throughout the holiday season.
- Increase visits to the city of Ferndale, especially through the holiday season.
- Build awareness of Ferndale's core values and accolades including social and cultural standards and beliefs.
- Educate followers/community on the city of Ferndale and how they can become involved if they want to. This will include community events and charity events during the holiday season.
- Help the Ferndale DDA tell its story to connect with more people.
- Help the DDA to draft an overarching story/message about COVID-19 recovery as the situation evolves.
- Help showcase the benefits of the DOT and what it adds to the community.
- Work in collaboration with the DDA team to plan out content further in advance to improve the quality of our content.
- Help curate stories of positivity and joy to be a beacon of hope during what may be some rough times.

## Method

- Consistent daily posting on Instagram, Facebook, and Twitter.
- Utilize stories on Instagram and Facebook to tell the story of Ferndale and to further interact with local companies.
- Use photos and videos to connect to different groups of people on Facebook and Instagram and Twitter. Video is working well, especially reels so we will try to focus on using more of them.
- Promote community interaction including answering questions and educating followers.
- Re-sharing of content from around the city to help promote other businesses accounts around town.
- Monthly review of stats to see what is working and to make changes to continue growing our following.
- Creation and execution of contests to grow followers and showcase all the great businesses and products that we have in Ferndale.

## Social Media Marketing Proposal

### 1. SUMMARY

This is a suggested set of social media strategies and implementation procedures for The Ferndale DDA that are based on the results of the market analysis, a study of social media trends, and other relevant applications. I believe this proposal provides a complete social media marketing strategy that will culminate in successful results for your business.

### 2. ANALYSIS OF SITUATION

I will post 5-7 x per week on multiple platforms, this will include Facebook, Instagram, and Twitter. Weekly content and topics of posts will be cultivated in partnership with The Ferndale DDA but will be written and executed by Sadie Quagliotto.

### 3. TARGET AUDIENCE

I will continue to use analytics to cater our content to reach the most people and to get the highest interaction. The goal is to create original content that caters to our follower's preferences to generate new leads and increase brand awareness/interaction/visits to Ferndale. A monthly analysis of the stats will also help guide this.

### 4. STRATEGY AND TACTICS

- a. **Facebook-** I will post 6-7 x a week. Post time will be determined by a study of analytics. This can include targeted sponsored posts as determined by Sadie Quagliotto and The Ferndale DDA and paid for by The Ferndale DDA.
- b. **Twitter-** I will post 6-7 times a week based on the best time analytics. It is very important to provide customer service through this app, followers expect to be able to talk to "people" through twitter. Likely will be a place that we will filter complaints and concerns more than anything else.
- c. **Instagram-** I will post 6-7 times a week at the best time as determined by analytics. Instagram followers are brand loyal and statistically will patronize/use your business. This can include paid or sponsored posts as determined by Sadie Quagliotto and The Ferndale DDA and paid for by The Ferndale DDA.

Sadie Quagliotto will also create Instagram stories/videos 7-10 times a week based on what is going on that week. This will include "permanent" stories that showcase the best things about Ferndale including places to shop, special events, stories about the city, stories that answer frequently asked questions. These stories will range from 3-7 slides and tell a story.

Sadie will provide community management on all social platforms with The Ferndale DDA's assistance as needed. This includes answering messages and comments on all platforms.

Sadie will visit Ferndale 1 to 2 x a month to create original content. This will include short video clips and pictures.

- d. Sadie will provide a monthly analysis of the accounts and will meet with the team 1 x per month (virtually/phone/in person) to plan for the month ahead and to discuss the past months progress.

**5. IMPLEMENTATION**

- Post 6-7 x a week (based on algorithms and availability of content) on all social media channels.
- Consistently interact with current and potential followers on all platforms, responding to questions and inquiries in a timely manner.
- Re-examine the analytics on all platforms on a monthly basis and adjust the plan as needed.
- Curate new original content to give our followers even more of a reason to follow us.

**6. GOALS AND OUTLOOK**

Upon implementation of the above social media marketing strategy, my analysis projects the following outcomes:

- Attracting active and engaged followers, along with the increased business/awareness for the city of Ferndale.
- Build a consistent brand across all social media channels.
- Set Ferndale apart from the other cities by establishing a consistent and comprehensive online identity.
- New and consistent traffic and attention to The city of Ferndale.
- Be a place where Ferndale residents can turn to get up to date information about their city.

**7. PLANS AND FEES**

The monthly rate is \$1500/month for all the items we discussed above.

**8. PAYMENT AND CONDITIONS**

Payments can be made once a month. I must be paid upfront to start services. A monthly invoice will be sent on the first of the month and will be due within 7 days. You can pay by Check, Cash, Venmo, or Paypal. I am a 1099 employee and I do claim all my payments on my taxes.

+ Please note if you pay via Paypal it must be friends and family unless you want to pay the additional fee.

Client Contract: months, starting on October 1, 2020 and ending on March 31,2021.

LATE FEE There is a 15% late fee for every week payment is late.

**9. ACCEPTANCE**

Your signature below indicates acceptance of this social media marketing proposal. Your initial payment per the terms above will also represent acceptance of this proposal, and entrance into a contractual agreement with Sadie Quagliotto.

Sadie Quagliotto

DDA Representative: Lena Stevens

Signed:

Signed:

Date:

Date: