

EMERGENCY MEDICAL SERVICES AUTHORITY – A Public Trust

Special Committee Meeting

Friday, April 13, 2012, 3:30 pm

EMSA Corporate Office

1417 N. Lansing Ave., Tulsa, OK 74106

NOTICE AND AGENDA for the special meeting of the EMSA Board of Trustees Public Relations Committee, consisting of Steve Williamson, Clay Bird, Dr. Jim Griffin and Kelli Bruer, was posted April 11, 2012 in the office of the City Clerk of Tulsa at 9:20 am, more than 48 hours prior to the time set for the meeting.

All committee members were present. The meeting was called to order at 3:35 pm by Dr. Jim Griffin.

COMMITTEE MEMBERS PRESENT

Dr. Jim Griffin

Mr. Clay Bird

Mr. Stephen Williamson

Ms. Kelli Bruer

COMMITTEE MEMBERS ABSENT

None

AGENDA

1. Review of Proposals provided by Public Relations Firms in Response to an Informal Request for Proposals for the Development of Communication and Education of the TotalCare Program in the Eastern Division.

The committee reviewed a total of five proposals received. Proposals were from:

Rex PR

Walsh Branding

Littlefield Brand Development

Cubic Creative

Acrobat Ant

Discussion then took place regarding the extremely short timeline in which the items necessary for the upcoming Tulsa utility fee program must be produced. Those items include the water bill stuffer, the outer envelope printing and a postcard to be mailed to all City of Tulsa utility fee program members. Out of concern regarding the given deadline, it was discussed that these items alone be assigned to Littlefield Brand Development to create and produce immediately.

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The Committee then considered other options regarding communication and education efforts for public awareness and understanding of TotalCare. After discussion, it was decided to recommend a quantitative and/or qualitative needs study to determine additional TotalCare communication/education efforts. All members of the PR Committee agreed the firm of Cole, Hargrave, Snodgrass & Associates would be the best choice to perform the study.

The third item discussed by the Committee was the creation and production of a video to aid in public education. The video would be available on EMSA's website, and could be aired on both Tulsa's and Oklahoma City's government channels, in addition to YouTube.

After the review and discussion detailed above, a motion was made by Mr. Clay Bird and seconded by Dr. Jim Griffin to assign the creative design and art production of the water bill stuffer, the outer envelope printing and the postcard to Littlefield Brand Development; to recommend the firm of Cole, Hargrave, Snodgrass & Associates to perform a quantitative and/or qualitative needs study; and to produce a video for the education of the public.

A YE: Dr. Jim Griffin, Mr. Clay Bird, Mr. Stephen Williamson, Ms. Kelli Bruer

NAY: None

ABSTAIN: None

ABSENT: None

2. Adjourn

The meeting was adjourned at 4:40 pm.