

1 AMENDMENT

2 TO AGREEMENT FOR PROFESSIONAL SERVICES

3 BETWEEN

4 THE CITY OF NEW ORLEANS

5 AND

6 THE ESTOPINAL GROUP

7 THIS AGREEMENT is made and entered into as of this 18th day of September,  
8 2009 by and between the City of New Orleans, herein represented by Arnie Fielkow, Council  
9 President (hereinafter referred to as "the City"), and The Estopinal Group, (hereinafter referred to  
10 as "Contractor").

11 WITNESSETH

12 WHEREAS, the City entered into an agreement dated January 1, 2009, with The Estopinal  
13 Group for the purpose of providing public communications services to the City Council and  
14 improving the information provided to the media and the public; and

15 WHEREAS, at the time this contract was authorized, the level at which the council, its  
16 committees, and Councilmembers would be utilizing services provided by The Estopinal Group  
17 was underestimated; and

18 WHEREAS, a large part of the increase is also due to outside vendors' costs related to the  
19 launch of the updated Council website and Granicus live webstreaming technology; and

20 WHEREAS, the positive result of services provided by The Estopinal Group is clear in that  
21 the public and the news media have never been better informed of the Council's operations and  
22 accomplishments; and

23 WHEREAS, for the foregoing reasons, it is necessary to increase the maximum annual  
24 compensation level of The Estopinal Group contract from \$175,000.00 to \$214,448.75 to insure

1 that the communications services provided by The Estopinal Group will continue at the levels  
2 indicated in the attached Revised Scope of Services through the end of calendar year 2009; and

3 WHEREAS, both parties to the agreement dated January 1, 2009, desire to amend the  
4 agreement as indicated hereinabove and have the necessary authority to do so by virtue of  
5 Substitute Motion M-09-491 adopted by the Council on September 17, 2009.

6 THEREFORE IT IS HEREBY AGREED:

7 I. To increase the maximum amount of compensation payable under the terms of this  
8 agreement by increasing the amount included on line 15 of page 4 from \$175,000.00 to  
9 a maximum amount payable of \$214,448.75 and to revise the Scope of Services to the  
10 levels indicated in the attached Revised Scope of Services.

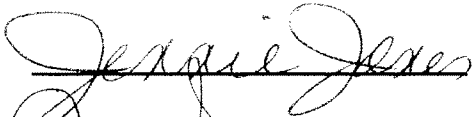

11 Both parties to this amendment hereby reaffirm the validity of all other provisions of the  
12 original agreement dated January 1, 2009 save the above and foregoing changes.

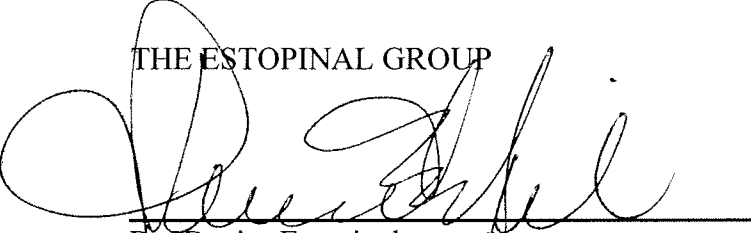
13 IN WITNESS THEREOF:

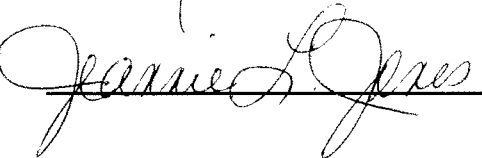
CITY OF NEW ORLEANS


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17 By: Arnie Fielkow, Council President

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18 THE ESTOPINAL GROUP  
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20 \_\_\_\_\_  
21 By: Denise Estopinal  
22 501 Basin Street, Suite B  
23 New Orleans, Louisiana 70112  
24 Telephone: (504) 296-9233  
25 Taxpayer I.D. Number 208630628

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32 APPROVED:   
33 \_\_\_\_\_  
34 Law Department



THE ESTOPINAL GROUP  
A PUBLIC COMMUNICATIONS FIRM

New Orleans City Council  
Proposed Communications Revised Scope of Services  
September – December 2009

Revised  
September 17, 2009

I. Revised Scope Does Include:

1. Website Maintenance

- Basic Website Content Updates
  - Vendor Costs - \$1,200/month (including hosting and technical support)
  - TEG Costs – \$1,625/month

2. Council Meetings and Committee Meetings

- Pre-Council Meeting Media Advisory – \$525/month
- Regular Council Meeting Summaries – \$2,125/month

3. Budget Issues

- September - \$1,500
- October - \$2,000
- November - \$4,500
- December - \$1,500

4. Other Council Communications

- News Releases and Statements on behalf of Full City Council - \$1,325/month

5. To Date Professional Services Costs for September

*(factors into September – December 2009 Total, but not Monthly Average)*

- \$4,825 (including launch of NOLACityCouncil.com and NOLA GOV. Online)

**Estimated Monthly Average: \$9,175**

**September – December 2009 Estimated: \$41,525.00**

**Less 5% discount: \$2,076.25**

**Adjusted Estimated Total: \$39,448.75**

*Note: All \$ amounts are good faith estimates based upon prior experience and anticipated reductions.*



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**New Orleans City Council  
Proposed Communications Revised Scope of Services  
September – December 2009**

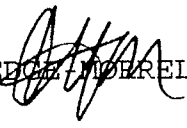
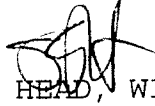

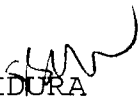
**Revised  
September 17, 2009**

**II. Revised Scope Does Not Include:**

1. Phase 2 Website Upgrades and Enhancements (Defer to 2010)
2. Media Relations Coordination
3. Crisis Communications Coordination for Emergencies, Hurricanes, and/or Issue-related Council Special Projects
4. NOA-TV Coordination
5. Annual Report Development and Delivery (Defer to 2010)
6. Communications of Individual Councilmembers' Activities and Actions
7. Attendance at Chiefs of Staff Meetings
8. Monthly NOLA Council E-Newsletter
9. Post-Council Annual Retreat Communications Briefing
10. Committee Meeting Communications
11. Communication and Coordination with Councilmembers and Staff for research and information requests

MOTION  
(SUBSTITUTE)  
M-09-491

CITY HALL: September 17, 2009

BY: COUNCILMEMBERS  HEDGE,  HEAD, WILLARD-LEWIS, AND MIDURA  AND  MIDURA

WHEREAS, on December 18, 2008, the City Council, by Motion M-08-687, authorized the Council President to sign a contract with The Estopinal Group (TEG) to provide public communications services to the Council for \$175,000.00; and

WHEREAS, at the time this contract was authorized, the level at which the council, its committees, and Councilmembers would be utilizing services provided by TEG was underestimated; and

WHEREAS, a large part of the increase is also due to outside vendors' costs related to the launch of the updated Council website and Granicus live webstreaming technology; and

WHEREAS, the positive result of services provided by TEG is clear in that the public and the news media have never been better informed of the Council's operations and accomplishments; and

WHEREAS, for the foregoing reasons, it is necessary to increase the maximum annual compensation level of TEG's contract from \$175,000.00 to \$214,448.75 to insure that communications services will continue at the levels indicated in the attached

Revised Scope of Services through the end of calendar year 2009;  
now, therefore

BE IT MOVED BY THE COUNCIL OF THE CITY OF NEW ORLEANS That  
Council President is hereby authorized to sign a contract amendment  
with The Estopinal Group, increasing the maximum amount of the  
contract from one hundred seventy-five thousand (\$175,000.00) to  
two hundred fourteen thousand four hundred forty-eight dollars and  
75/100 (\$214,448.75) for calendar year 2009.

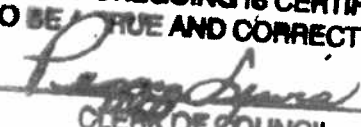
THE FOREGOING MOTION WAS READ IN FULL, THE ROLL WAS CALLED ON  
THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:

YEAS: Head, Hedge-Morrell, Midura, Willard-Lewis - 4

NAYS: Clarkson, Fielkow - 2

ABSENT: Carter - 1

AND THE MOTION WAS ADOPTED.

THE FOREGOING IS CERTIFIED  
TO BE TRUE AND CORRECT COPY  
  
CLERK OF COUNCIL



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