

Bill Reynolds

From: Derek Cosson
Sent: Friday, February 08, 2013 10:12 AM
To: Bill Reynolds
Subject: FW: TZA out of pocket

This is a notable email I sent early on in our relationship. Despite this email, we never have been able to get TZA to notify us in advance of travel. Despite my express warning, they have never exhibited any regard for being conservative in their travel expenses. Notable instances are stays at the Pensacola Beach Hilton and a one-man meal at Bonefish Grill that totaled \$40+.

From: Derek Cosson
Sent: Wednesday, March 28, 2012 10:35 AM
To: 'Jill Reading (jreading@zimmerman.com)'
Cc: Travis Peterson
Subject: TZA out of pocket

Jill,

I have been assigned responsibility for managing and approving invoices for the general City portion of our contract with TZA. Please direct invoices regarding that portion of the contract to me (by mail or email PDF, whichever is easier for you).

There are several issues I need to address regarding the out-of-pocket expenses which TZA has billed with this initial invoice dated 3/15:

- **Meeting pre-approval.** Please ensure that any meetings TZA schedules involving travel are approved in advance by either myself, Mayor Hayward, or City Administrator Bill Reynolds. This will allow us to manage and anticipate expenses and to look for opportunities to use cost-effective solutions like teleconferencing or digital delivery where possible.
- **Inclusion of receipts.** Your invoice for out-of-pocket expenses does not include receipts for several items, including two meals. I must insist that you provide receipts for any out-of-pocket expenses you invoice. There are items such as alcohol that the City cannot by law and policy reimburse, and the only way we can make that determination is if receipts are provided.
- **Note attendance at meals.** If a meal involves City officers or employees, please note who is in attendance at the meal along with the reason for the meal, i.e. "To discuss marketing for the Golf Course." This will help us to divide and assign internal responsibility for out-of-pocket costs.

Regarding this specific invoice, can you tell me what meeting or purpose the various expenses in Tallahassee on 2/21 (Publix, Tasty Pastry, Panera) went toward? Was this a meeting with a City representative in Tallahassee?

Ultimately, I would ask TZA to be sensitive to the charged political climate in which the Mayor operates. Invoices billing the City for expensive meals and Diet Cokes and Twizzlers have the potential to become PR landmines when (not if) political opponents obtain that information through public records requests. Thus, any supporting information you can provide to demonstrate these expenses served a public purpose would be appreciated when that time comes.

Thank you again for your work to date for us. We all remain incredibly excited about what's to come.

Bill Reynolds

From: Derek Cosson
Sent: Friday, February 08, 2013 9:23 AM
To: Bill Reynolds
Subject: FW: COP Facebook

Facebook posting error.

From: Derek Cosson
Sent: Tuesday, July 31, 2012 2:12 PM
To: 'Macy Miller (mmiller@zimmerman.com)'
Subject: COP Facebook

Just an FYI, the posts from the July calendar for 7/28, 7/29, 7/30, and 7/31 did not post. Something up with your scheduler or what? ☺

Derek Cosson
Public Information Officer
City of Pensacola

222 West Main Street
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Bill Reynolds

From: Derek Cosson
Sent: Friday, February 08, 2013 9:23 AM
To: Bill Reynolds
Subject: FW: Error

Facebook posting error.

From: Derek Cosson
Sent: Wednesday, August 08, 2012 11:38 AM
To: 'Macy Miller (mmiller@zimmerman.com)'
Subject: Error

FYI, the baseball team is the Chattanooga Lookouts, not the Chattanooga Fireworks.

LOL.

Derek Cosson
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Bill Reynolds

From: Curtis Zimmerman <curtis@zimmerman.com>
Sent: Thursday, October 18, 2012 1:46 PM
To: Bill Reynolds
Cc: Meagan Chestnut; Ashton Hayward; Derek Cosson; Tamara Fountain; Jennifer Garner; Richard Long; Sarah Smith; John Nicholas; Macy Miller; Kerry Anne Watson
Subject: Re: Go AirTran Magazine Coverage

Bill

Do you have time to discuss this effort tomorrow morning. Might be helpful for you to know the context of the effort and article. This was not purely a City effort, and we did not control who was included other than fighting to ensure the City and Mayor had exposure.

Meagan and the PR team are diligently pursuing positive exposure, but as is the nature of PR we do not have total control of content.

Let me know a time that works for you.

Best,

Curtis

Sent from CZ's iPhone

On Oct 18, 2012, at 1:38 PM, Bill Reynolds <BReynolds@cityofpensacola.com> wrote:

Megan,

I was very disappointed in this effort. The article featured a small comment by the Mayor, and even more importantly the individuals who were highlighted did not portray the image that we as a city are looking for. All three are wonderful and well-respected, but do not give the youthful energy and vitality that we need to embrace. How the Mayor was not part of that effort I find deeply puzzling.

For the Z Team as a whole, Tamara Fountain, who has just signed on to our team, will be asking you for some help in charting our future course of action, including establishing timelines and deliverables. She will be your primary contact and will oversee the contract. I look forward to our progressing forward beyond our branding effort to a sustained and coordinated marketing and advertising campaign.

My best,
Bill

William H. Reynolds
City Administrator

City of Pensacola
222 W Main St.
Pensacola FL 32502

Bill Reynolds

From: Tamara Fountain
Sent: Friday, February 08, 2013 10:26 AM
To: Bill Reynolds
Subject: FW: Pensacola Cover Story in 850 Magazine

FYI

From: Tamara Fountain
Sent: Friday, November 09, 2012 2:57 PM
To: 'Jennifer Garner'
Subject: RE: Pensacola Cover Story in 850 Magazine

At the risk of being a little too frank, I can call Brian Rowland's publishing company and purchase space for an advertorial for not a great deal of money in any of his magazines (digital or print). We are still talking to the same people. Please do not send me any more emails with the *as a result of aggressive continued pitching blah la*. Slick offends me. This is not national media. This is not something to brag about.

After reviewing Zimmerman's actual results weighed against cost, you all are not meeting our expectations.

We will have a very serious discussion about what I expect, cost management, and results measurement on Wed. when you get here. I have meetings until 11:00am. Please let me know what your availability is.

Tamara

From: Jennifer Garner [<mailto:jgarner@zimmerman.com>]
Sent: Thursday, November 08, 2012 2:50 PM
To: Ashton Hayward; Bill Reynolds; Tamara Fountain; Derek Cosson
Cc: Meagan Chestnut; Carrie Zimmerman; Kerry Anne Watson; Curtis Zimmerman; Richard Long; Sarah Smith
Subject: Pensacola Cover Story in 850 Magazine

Hi City of Pensacola Team,

As a result of aggressive continued pitching to **850 -- The Business Magazine of Northwest Florida**, for the City of Pensacola's rebranding effort and economic development, the magazine is writing a **cover story feature on Pensacola for the February 2013 issue**.

Your Z team is working closely with 850 Magazine to set-up executive interviews with Mayor Hayward, top business leaders and area economic development partners such as the Chamber.

In addition, the Z team is organizing a media stay for the editor in the next few weeks, in order to provide an intimate look into why Pensacola exhibits the top 5 characteristics that businesses consider regarding quality of life for their employees.

The editor for 850 Magazine is "thrilled to have a one stop shop" to garner all of her information for the feature, and we will be working very closely with her every step of the way to ensure that the critical talking points on business incentives, case studies of new and established/prospering companies, the recent rebranding and quality of life are included and on-brand.

We will keep you updated as this feature progresses, the visit is set and interviews are ready to be scheduled.

Bill Reynolds

From: Tamara Fountain
Sent: Friday, February 08, 2013 10:26 AM
To: Bill Reynolds
Subject: FW: Trade & Industry Development Annual Awards

Another telling email. When making nominations for awards that showcase the top 30 corporate investment and community impact projects of 2012, they completely overlooked Pensacola Energy and the CNG project.

From: Tamara Fountain
Sent: Wednesday, November 28, 2012 4:21 PM
To: 'Jennifer Garner'
Cc: Derek Cosson
Subject: RE: Trade & Industry Development Annual Awards

Please contact Don Suarez. He can fill you in. Pensacola Energy is a great example of county and city government achieving better efficiencies through cooperation. Don can tell you about the new CNG station and the plans for growth with Pensacola Energy. I would like to highlight one of our companies please.

Tamara W. Fountain

Office of the Mayor
City of Pensacola

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Cell: (850) 259-1703



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From: Jennifer Garner [<mailto:jgarner@zimmerman.com>]
Sent: Wednesday, November 28, 2012 3:13 PM
To: Tamara Fountain; Derek Cosson
Cc: Kerry Anne Watson
Subject: Trade & Industry Development Annual Awards

Tamara and Derek,

The annual awards are open for submission for Trade & Industry Development magazine -- targeting C-suite executives, corporate real estate professionals and site consultants.

The CiCi awards will showcase the top 30 corporate investment and community impact projects of 2012.

In order for the City of Pensacola projects to be considered, please review the below information, decide what projects you'd like to submit, and provide the information requested.

The submission forms you send to us do not need to be formatted or written perfectly for submission. We will tweak to create the most optimum award submission on your behalf.

We just need the information in hand by next Friday, Dec. 7.

We are also reaching out to the following Pensacola businesses to request submissions, based on our knowledge that they may have projects that fit the two categories. Please let us know if you recommend additional businesses or have any feedback on this list.

- Studer Group
- Merrill Land Company
- AppRiver
- Retina Specialty Institute
- KAMedData
- Hixardt Technologies
- Pen Air Federal Credit Union
- Baptist Hospital
- Sacred Heart
- UWF

Best,
Jennifer

--

jennifer garner
the / **zimmerman** / agency
850.668.2222
jgarner@zimmerman.com

Bill Reynolds

From: Tamara Fountain
Sent: Friday, January 04, 2013 4:22 PM
To: Richard Long
Cc: Bill Reynolds
Subject: RE: City of Pensacola

Your microsite time should be in the retaining amount. We can host the microsite ourselves. Your time for the brand video needs to be in the retainer. I am struggling to see the value of the retainer.

Tamara W. Fountain

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From: Richard Long [mailto:rlong@zimmerman.com]
Sent: Friday, January 04, 2013 2:49 PM
To: Tamara Fountain
Cc: Bill Reynolds
Subject: Re: City of Pensacola

Tamara:

Per my discussions with Curtis, below are the changes we'd propose on the 2013 City budget:

1. Reduce Microsite cost by 25% which would bring the price down to \$25,000 from \$34,335. Again, the \$8,000 Hosting/SEO is an outside and separate cost.

2. Take another \$5,000 off our time on the Brand Video which reduces this total cost from \$26,457 to \$21,457.

****This discount along with the discount on the Microsite would free-up a total of \$14,335 from the 2013 budget to be either allocated towards media placement or reduce the overall budget by this amount.**

3. Work with you on all future projects to discount our time upfront before we create an estimate and invoice that will result in a minimum of a 25% discount on all projects moving ahead that include agency time (design, copywriting, supervision, etc).

Let me know if you want to discuss. If OK with the above, we can supply a new estimate/invoice for the microsite development at \$25,000 and a separate estimate of \$8,000 to cover hosting/SEO that would be billed in monthly increments of \$666.66 starting in February. We'll also supply a new estimate for the Brand Video once we have a final script approved.

Thanks.
Richard

--
richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Jan 2, 2013, at 5:19 PM, Tamara Fountain wrote:

Richard,

I hope you had a restful and safe holiday. We have some pressing issues that need to be resolved. The resolution of these issues is critical in weighing our decision to continue or to terminate our business relationship.

The first issue we need to resolve involves the launch of the microsite. My goal is to see this site up in the month of January. Derek and I are working on getting an answer regarding the email address and phone number that we want to post as our contact for the city on the site. We will also have our community assets list ready to go in the next few days. Did you get an answer from Curtis on the Microsite Dev. /Hosting costs? In the event that he Curtis is willing to waive the \$34,335.00 development/hosting cost, I am prepared to go forward with the microsite. It is my understanding that we have already paid for the testimonial videos and digital production.

The digital press kit will need to have the community assets added along with the new microsite web address and cohesive information for the city's contact. I will want a copy of that as soon as it is prepared.

The next question that I need an answer on is the use of the still photograph costs in the budget. What are we going to use these photographs for? Are those for the proposed magazines and newspaper ads?

I do not have a strategic plan from your organization for the year 2013, and I expect one immediately. I need to understand why you recommended the media schedule that you did which is comprised of business magazines, regional and local magazines, and national business newspapers with very specific target markets. All the media purchases focus on the southern region with a very few exceptions. Who is the target audience for these advertisements and what type of advertisements will you be placing? How do you create opportunity for the city with these advertisements? How do you best showcase our strengths with these advertisements? How do you measure their success? What is the strategic plan for the public relations efforts to support our advertising efforts and overall goal? Who will you be speaking to and when? What specific results do you expect? How do you intend to measure the public relations results?

While your social media team posts content regularly to the city's social media profile, we have experienced very lackluster growth. The goal is to talk to new people about the city. What is the plan to ensure growth in our social media program? How will you measure the growth?

What other services within your scope of services can I expect to receive for the advertising/public relations retainer over and above identifying suitable advertising mediums and public relations efforts?

Please make yourself aware of the city's reimbursement rates for travel and meals. You need to travel more economically if you are going to bill it to the city.

Specific and tangible evidence of performance coupled with measurable results must be demonstrated with each bill you submit.

If these issues are not resolved to our satisfaction within the next 30 days, we will take steps to terminate the contract.

Tamara W. Fountain

Office of the Mayor
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5627
Cell: (850) 259-1703

<image001.png>

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Bill Reynolds

From: Richard Long <rlong@zimmerman.com>
Sent: Monday, January 14, 2013 11:58 AM
To: Tamara Fountain
Cc: Bill Reynolds
Subject: Re: microsite
Attachments: COP 2013 Budget & Media Schedule.pdf

Tamara:

Yes, as indicated on the Budget page (attached) of the 2013 Strategic Plan, we have reduced this cost to \$25,000 and will provide final files to your webmaster to host the site live on the City server.

Do you or Derek have copy/content changes to the Amenities and Incentive pages per our discussions? Once we get these changes made, we'll be able to finalize programming on the site so we can provide ready-to-go files to your webmaster.

Are we approved to move ahead on the updated media plan in the 2013 Strategic Plan (chart attached)? If yes, will shoot you a media estimate for final signature. Was recommending we run Mayor Hayward print ad first in all the publications. Let me know if you agree with this so we can start getting the print ad sized and ready to go to the publications. We have made the update on the phone number to Clark's number provided.

Thanks.
Richard

richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Jan 14, 2013, at 12:33 PM, Tamara Fountain wrote:

Richard,

Please proceed with the microsite. My understanding from your last email is that Curtis and Z have agreed to reduce the price for agency time from \$34,335.00 to \$25,000.00. We will host the site ourselves in order to save the \$8000.00 Hosting/SEO costs. Please advise as to when to expect completion? Please do not hesitate to contact me with any questions. The goal is to have this site up and running by the end of January.

Sincerely,

Tamara W. Fountain

Bill Reynolds

From: Bill Reynolds
Sent: Wednesday, January 16, 2013 9:56 AM
To: Tamara Fountain
Subject: RE: Zimmerman analysis

Tamara,

Thanks for the analysis. My thoughts are as follows:

1. Agreed. Please advise as to when the site is active.
2. 359 to 877 likes. Speaks for itself. Absolutely unacceptable.
3. Creative work completed for our use in the future. Agreed.
4. Understand.
5. I have received complaints from staff in regards to the representation by Z. Major mistake in locating Pensacola in Alabama in one of their TV spots.

If we are not getting what we were sold in regards to the retainer and after the effort you have expended to get them to do the simple tasks required under their contract. This type of contract management is not conducive to the need we have at the City. Please note my recommendations below:

1. Please let Mayor Hayward know that I am in full agreement to your recommendation to terminate the contract.
2. As part of our parting with Zimmerman, please request that all creative work be turned over to the City. If you have any issues, let Jim Messer know.
3. Understand on Zimmerman's offer in the future. However, I would be hesitant to use them based upon our prior experience with the firm.
4. Agreed and especially appreciate the "local" flavor of our future advertising efforts.
5. ~~Laura's work is top-notch. Would welcome her to the team.~~
6. Selective use of wire services can be very beneficial to getting our message out.
7. Agreed. We have many businesses that can be a part of our co-op efforts.

Thank you for all your work managing this very difficult contract.

My best,
Bill

William H. Reynolds
City Administrator

City of Pensacola
222 W Main St.
Pensacola FL 32502
850-435-1623

www.cityofpensacola.com



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From: Tamara Fountain
Sent: Monday, January 14, 2013 2:51 PM
To: Bill Reynolds
Subject: Zimmerman analysis

Bill,

I have reviewed the strategic plan that The Zimmerman Agency sent over last week. The following are my thoughts and recommendations.

1. I have asked Z to reduce the price for their agency time spent on the microsite. They have agreed to a reduce the cost of their time 25%. They have also agreed to allow us to host the site ourselves which we are completely capable of doing. This will save an additional \$8,000.00. With the sunk costs on this site to date, it makes very little sense to not complete the work. I have authorized Z to complete the microsite based on these conditions, and the goal is that the site will be active by the end of the month.
2. The microsite will need social media support. The goal for the microsite is to reach out to people outside our normal sphere of influence. Currently, the City's Facebook is being managed by Zimmerman. The first month that Zimmerman took over responsibility for the City's site was April of 2012. The site has gone from 359 Likes to 877 Likes, most of which are local. An interesting comparison would be the Downtown Pensacola's Facebook page which has over 11,000 Likes. Social media is one of the services that Zimmerman includes in their monthly retainer fee. Obviously, they have done a poor job of intensely managing our social media, and they have fallen very short of the expectations that they set with us.
3. To my knowledge, Zimmerman has placed no paid advertising on behalf of the City. They have recommended that we place advertising in regional level national business publications over the next year, but the cost of that advertising will be approximately \$200,000.00 in addition to the \$20,000.00 monthly retainer. The creative work that we would need to create advertising has been largely paid for and completed. The creative work was cost over and above the existing retainer contract.
4. The PR efforts that Zimmerman has exhibited has yielded mostly regional exposure with low readership. They have demonstrated very limited ability to place stories with publications that attract executive level talent or attention from business prospects which is the goal they were specifically tasked with. PR is included in the retainer fee contract. Their reach has been far less than what they represented.
5. Pensacola Energy, The Port of Pensacola, and Pensacola International Airport all have a good bit of interaction needed on their accounts. They have been very unhappy with The Zimmerman Agency. The daily tasks they need completed are not included in the cost of their retainers, and Zimmerman does not meet deadlines. Any changes to stationary or business cards costs extra, and Derek has been taking care of that internally (which has put him behind on some tasks). The other issue that the entities have been having is that their budgets are largely consumed by the retainer which leaves very little room for any actual advertising.

In short, the retainer fees makes no sense. We are receiving very lack luster results for this money. Now that cohesive branding has been achieved across the City's entities, I think we need to rethink our contract with Zimmerman going forward. To that end, I recommend the following changes.

1. We notice Zimmerman that they we will be terminating our existing contract. This requires 30 day notice from us. I would take this action across all the City's entities.
2. All creative work that Zimmerman has completed belongs to us. We can still use it. We do not need to pay Zimmerman to "activate" the brand. We can do that more efficiently with targeting our efforts. All creative work from Zimmerman needs to be placed in data formats that we can use and turned over to us.
3. When negotiating the reduced cost of the microsite, Zimmerman agreed to reduce their fees by 25% on any specific, special projects we may want to hire them to complete. We can use them when and if we need them on a project by project basis going forward. This is not an option that will go away if we decide to exercise it. We can ask Zimmerman along with other companies to bid on large projects like the branding video.
4. We should put out detailed RFP's with language that states that these accounts will be awarded to the "highest and best" local advertising firm. Each entity should put together a very detailed list of what they expect from the advertising firm for the RFP. The volume of work for these accounts can be high, and the tasks needed are far more suited to a local professional that can give them the time they need for the dollars they have. Also in the RFP should be language that ensures the advertising firm chosen will remain consistent with our existing branding efforts. The branding book that Zimmerman created is helpful for this.
5. In order to support our social media efforts, I suggest we hire Laura Bogan. She has done a remarkable job with the Mayor's Facebook page on a very tight budget. I feel that she would be very effective at targeting industries, executive level talent, and events on the web that would help raise awareness about the COP.
6. When there is an occasion that we want to push out messaging or stories about the City, we can target the news wires for our purposes and pay a fee to the wire service.
7. We can use the creative work that Zimmerman has completed to place targeted advertising. I think it is critical that we do our homework on our advertising. We do not want to spend precious dollars without very carefully defining who we want to talk to and what it is that we want to say to them. There are also a great deal of opportunities to co-op our advertising with businesses in the COP. These ads can very easily be placed in national publications with the cost burden being shared amongst those in the advertorials.

Please advise as to next steps.

Tamara W. Fountain

Office of the Mayor
City of Pensacola

222 West Main Street
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Bill Reynolds

From: Tamara Fountain
Sent: Friday, February 08, 2013 10:22 AM
To: Bill Reynolds
Subject: FW: Site Selection Magazine

Example of Zimmerman arranging a whole itinerary for a journalist without coordinating with the Mayor's Office in any way to make sure there are no issues. We didn't even know this journalist was meeting with other parties until Scott Luth happened to mention it to us...

From: Tamara Fountain
Sent: Tuesday, January 22, 2013 9:04 PM
To: area@zimmerman.com; Derek Cosson
Subject: Re: Site Selection Magazine

I never reviewed and approved this. I am copying my counterpart, Derek Cosson on this email. Derek, did you approve this?
Tamara

From my Android phone on T-Mobile. The first nationwide 4G network.

----- Original message -----

From: Alycia Rea <area@zimmerman.com>

Date:

To: Tamara Fountain <TFountain@cityofpensacola.com>

Cc: Derek Cosson <dcosson@cityofpensacola.com>, Curtis Zimmerman <curtis@zimmerman.com>, Carrie Zimmerman <carrie@zimmerman.com>, Kerry Anne Watson <kwatson@zimmerman.com>, Meagan Chestnut <mchestnut@zimmerman.com>, Amanda Stahl <astahl@zimmerman.com>

Subject: Re: Site Selection Magazine

Hi Tamara,

Per the attached agenda, you'll see that editor Ron Starner has a packed schedule. We've arranged a total of nine meetings for him between tomorrow and Thursday, in addition to the phone interview we facilitated with Julian MacQueen yesterday. He's meeting with everyone from the Chamber to UWF Business Enterprises, Inc.; meetings strategically coordinated to highlight factors that make Pensacola an attractive destination for business.

We're sending Meagan Chestnut (whom you've met) over to meet with Ron in the morning -- she'll attend the meetings with him and help manage his experience in Pensacola.

Should you need to reach Meagan in the morning, please call her on her cell at (850)591-8047

If you have any questions, please don't hesitate to let us know.

Thanks, Tamara.
Alycia

--

alycia rea

the / zimmerman / agency

850.668.2222

area@zimmerman.com

On Jan 22, 2013, at 7:01 PM, curtis@zimmerman.com wrote:

Tamara,

On it -- will report back to you.

Curtis

--

curtis zimmerman

the / zimmerman / agency

850.668.2222 (o)

850.264.8278 (c)

curtis@zimmerman.com

On Jan 22, 2013, at 6:53 PM, Tamara Fountain <TFountain@cityofpensacola.com> wrote:

Site Selection Magazine is with Mayor 10am tomorrow. Chamber just informed me that they are meeting with Site Selection Thursday. What is the story for time in between. That sort of visit needs to be managed. Please advise. Tamara

From my Android phone on T-Mobile. The first nationwide 4G network.

Bill Reynolds

From: Derek Cosson
Sent: Friday, February 08, 2013 9:13 AM
To: Bill Reynolds
Subject: FW: CoP Facebook

FYI – Zimmerman uses an auto-scheduling posting program for Facebook and doesn't even bother to check that it is working. There have been two occasions during our contract time where posts to the City Facebook just stopped until I happened to notice and let them know.

From: Macy Miller [<mailto:mmiller@zimmerman.com>]
Sent: Thursday, January 24, 2013 10:19 AM
To: Derek Cosson
Cc: Sara Blakeslee
Subject: Re: CoP Facebook

Hi Derek,

Thank you very much for the heads up, I'm very sorry about this. The Pensacola accounts are in the process of being transitioned to Sara Blakeslee (she's really awesome, you'll love her) but I will still be involved and work very closely with Sara. We have a call next week with Tamara to discuss social content and Belinda has been introduced and it working with Sara.

Would you like to be included on the call next week?

We'll make sure content resumes today and will add any posts that were scheduled from 1/14-1/23.

Please let me know if you have any questions I can help with.

Thanks!

--

macy miller
the / zimmerman / agency
850.668.2222
mmiller@zimmerman.com

On Jan 24, 2013, at 10:38 AM, Derek Cosson wrote:

No post since Jan 14

Derek Cosson
Public Information Officer
City of Pensacola

Bill Reynolds

From: Tamara Fountain
Sent: Friday, January 25, 2013 11:23 AM
To: Bill Reynolds; Derek Cosson
Subject: Zimmerman

I spoke to the Mayor this morning. He approved dismissing Zimmerman today. This extends to all city entities. We will withhold payment to them until they complete microsite and deliver all creative to us. I will coordinate transition once I have confirmation termination of the contract has been executed by you.

Tamara

From my Android phone on T-Mobile. The first nationwide 4G network.

Bill Reynolds

From: Tamara Fountain
Sent: Friday, February 08, 2013 10:20 AM
To: Bill Reynolds
Subject: FW: microsite
Attachments: City Assets for Zimmerman website.docx

Still have not delivered a digital press kit

From: Tamara Fountain
Sent: Tuesday, January 29, 2013 4:13 PM
To: 'Richard Long'
Cc: Derek Cosson; 'astahl@zimmerman.com'; 'area@zimmerman.com'
Subject: RE: microsite

Richard,

We just got our internet back up. We have been without for some time. Derek and I will go through this and get feedback to you as soon as we get caught up.

Please find additions to the city assets list for the digital press kit. We are still looking for that.

Tamara W. Fountain

Office of the Mayor
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5627
Cell: (850) 259-1703



For Non-Emergency Citizen Requests, Dial 311 or visit Pensacola311.com.

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From: Richard Long [<mailto:rlong@zimmerman.com>]
Sent: Tuesday, January 29, 2013 11:30 AM
To: Tamara Fountain
Cc: Bill Reynolds; Derek Cosson
Subject: Re: microsite

Tamara/Derek/Bill:

Bill Reynolds

From: Curtis Zimmerman <curtis@zimmerman.com>
Sent: Sunday, February 03, 2013 3:19 PM
To: Bill Reynolds
Subject: Re: CONNECTING

I would start with a phone call out of courtesy to explain.

Sent from CZ's iPhone

On Feb 3, 2013, at 2:46 PM, Bill Reynolds <BReynolds@cityofpensacola.com> wrote:

Curtis,

Your previous emails have noted that the contract that the city has with your firm was for three years. That is correct, but there are several terms for either side to discontinue the contract, including those incorporated from the RFP. As our letter of 28 January stated, it is the intent of the City of Pensacola to cancel our contract per the incorporated RFP provisions on termination for the best interest of the City. Under those terms, the City has the right to cancel with five days' notice. Based upon the amount of time for the transfer of information that appeared to be needed, the City noticed thirty days as opposed to five. If you have a proposal for moving the cancellation forward, please outline that so that I and the City Attorney can review.

Sincerely,

William H. Reynolds
City Administrator

City of Pensacola
222 W Main St.
Pensacola FL 32502
850-435-1623

www.cityofpensacola.com

<image001.jpg>
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Bill Reynolds

From: Tamara Fountain
Sent: Thursday, February 07, 2013 4:19 PM
To: Bill Reynolds
Subject: legal opinion

Bill,

I need some help on a Zimmerman issue. Zimmerman has removed the microsite from our server until they receive payment at the higher, original rate. Zimmerman does not have access to our server any longer which we allowed only to upload the microsite beta.

I have the film and creative on stick in my desk drawer. They have not completed the microsite. Derek and I have been staying late rewriting all the copy and inserting facts. The Mayor's name is still not spelled correctly! I am not sure what our legal rights are. I would like to pay the vendors that did the film directly and obtain a statement from them in exchange that their payment has been satisfied. They must also agree to give us any of the creative work that they completed for the site. We are talking about \$7500.00 roughly. We can get microsite bids from Emagination and Clever Ogre. They are local and very talented. I think we can build a better mousetrap, fast, and far less expensive. The contract obligates us to pay for work performed. The work is unusable and overpriced. If we comply with Zimmerman's demands we will have a microsite that costs nearly \$50k. We will get crucified in the press and rightly so. Please advise as to next steps.

Tamara W. Fountain

Office of the Mayor
City of Pensacola

222 West Main Street
Pensacola, FL 32502

Work: (850) 436-5627

Cell: (850) 259-1703



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Bill Reynolds

From: Derek Cosson
Sent: Friday, February 08, 2013 9:11 AM
To: Bill Reynolds
Subject: FW: Pensacola Energy Needs

FYI

From: Derek Cosson
Sent: Tuesday, February 05, 2013 5:33 PM
To: 'Richard Long (RLONG@ZIMMERMAN.COM)'; 'sjsmith@zimmerman.com'
Cc: Tamara Fountain; Jill Grove
Subject: RE: Pensacola Energy Needs

Richard and Sarah Jane,

On 1/31 I communicated to you a deadline of today for the Pensacola Energy March bill insert. Jill Grove advised me this afternoon that she has not received it. This is unacceptable. There is a hard deadline of February 10 for this to go to print. We need to see it as soon as possible to allow time for any revisions.

Please provide this material no later than close of business tomorrow.

Thanks,

Derek Cosson
Public Information Officer
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5626
Cell: (850) 530-6133

PENSACOLA
PENSACOLA
DIAL 311 FOR CITY SERVICES

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From: Derek Cosson
Sent: Thursday, January 31, 2013 12:12 PM
To: 'Richard Long (RLONG@ZIMMERMAN.COM)'; 'sjsmith@zimmerman.com'
Cc: Tamara Fountain; Jill Grove
Subject: Pensacola Energy Needs

Richard and Sarah Jane,

You have already spoken with Pensacola Energy about their upcoming needs, but I want to stress to you the importance of their Parade of Homes sponsorship to Mayor Hayward. This is a tremendous marketing opportunity for our gas company and it is critical that the necessary estimates, creative, and media buys be made on schedule.

The first of those deadlines is for the March bill insert. The hard deadline for those to go to print is February 10. To ensure that deadline is met, we need to see the art for the insert no later than Tuesday, February 5 to allow time for any revisions.

Furthermore, to make sure we are ahead of the curve, we are asking that all creative related to the Parade of Homes sponsorship be delivered by Thursday, February 28. Going forward, Tamara and I will be closely involved in this project and ask that you treat it as a top priority.

My best,

Derek Cosson

Public Information Officer
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5626
Cell: (850) 530-6133



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Bill Reynolds

From: Derek Cosson
Sent: Friday, February 08, 2013 12:09 PM
To: Bill Reynolds
Subject: FW: Zimmerman Microsite

Bill,

Please see below. Given the issues with the microsite, coupled with Zimmerman's hugely inflated price tag, Tamara is recommending that we take the project to a local agency, and Jim has apparently said we can do so.

If you concur, I will begin that process. My educated guess is that we could turn this around in 30-60 days and almost certainly at a cost of less than \$10K versus Zimmerman's \$35K.

DC

Derek Cosson

Public Information Officer
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5626
Cell: (850) 530-6133



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From: Tamara Fountain [mailto:tamara@fountainlaw.com]
Sent: Friday, February 08, 2013 11:57 AM
To: Derek Cosson
Subject: Zimmerman Microsite

I am working from my offices in Navarre today. I spoke to Jim Messer this morning regarding the microsite issues with Zimmerman. When I negotiated a discount with Zimmerman, it was not predicated on a future relationship. I specifically told them that I needed to get a more acceptable price on the microsite before we discuss the 2013 budget. I also made it clear in writing that the site had to be hot by the end of the month. The discount was absolutely not quid pro quo. I find the original price of the microsite to be outrageous. We have had meeting after meeting about reworking the content and the site. When we finally got the site link for editing and revisions, I was shocked that nothing was implemented from our meetings. The work is poor. The Mayor's name is spelled incorrectly, the content is poor and very general, and the writing is poor. Ther site is completely unusable as it was given to us. The idea that Zimmerman placed it on our server for editing it and then took it off our server to hold it hostage in exchange for the pre discount

rate is unacceptable. We are still facing a hundred hours or so combined in rework if we stay with the current site which makes no sense.

I asked Jim if I could take the following path. I asked him if I could contact the vendors that did the film and creative work. The photography and film bios are great. The city will pay those vendors directly and fully in exchange for affidavits stating that their payments have been fully satisfied. The vendors turn over all the creative to the city. We will contact several local website designers that we know do excellent work and ask them to give us a quote using our creative. App River, Clever Ogre and Emagination are all good shops. Please jump in with other shops you know do good work. We can bring this project in at a reasonable cost with high quality work. Zimmerman can keep their site and their bill. Jim agreed with this strategy.

We direct the microsite to the city website as a temporary measure.

Please provide Zimmerman with a list of all creative file types that need to be turned over for all entities across the city by the end of the month and copy me on it today. Any ad, graphic, facebook, slogan, art, film, etc. belongs to us. We paid for it. We need it in all formats that are applicable. We will then build a library with all creative for the city entities to share.

Thank you for your assistance.

Tamara W. Fountain
2045 Fountain Professional Ct., Ste. A
Navarre, Florida 32566
(850) 939-3535
(850)259-1703 Cell
(850) 939-3539 Fax
Tamara@FountainLaw.com

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.....

Pursuant to federal regulations imposed on practitioners who render tax advice ("Circular 230"), we are required to advise you that any tax advice contained herein is not intended or written to be used for the purpose of avoiding tax penalties that may be imposed by the Internal Revenue Service. If this advice is or is intended to be used or referred to in promoting, marketing or recommending a partnership or other entity, investment plan or arrangement, the regulations under Circular 230 require that we advise you as follows: (1) this writing is not intended or written to be used, and it cannot be used, for the purpose of avoiding tax penalties that may be imposed on a taxpayer; (2) the advice was written to support the promotion or marketing of the transaction(s) or matter(s) addressed by the written advice; and (3) the taxpayer should seek advice based on the taxpayer's particular circumstances from an independent tax advisor.

Bill Reynolds

From: Derek Cosson
Sent: Monday, February 11, 2013 11:23 AM
To: 'Richard Long'
Cc: 'sjsmith@zimmerman.com'; Tamara Fountain; Bill Reynolds
Subject: RE: Delivery of all creative

Richard,

We expect and understand the agency will withhold any materials related to unpaid invoices, but it is not appropriate to withhold materials for which we have already paid. Please let us know when you will be able to provide those materials.

Thanks,

Derek Cosson

Public Information Officer
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5626
Cell: (850) 530-6133



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From: Richard Long [<mailto:rlong@zimmerman.com>]
Sent: Monday, February 11, 2013 10:04 AM
To: Derek Cosson
Cc: 'sjsmith@zimmerman.com'; Tamara Fountain; Bill Reynolds
Subject: Re: Delivery of all creative

Derek:

Per agency policy, we would need final payment on all outstanding invoices including February invoices before we can turn over advertising materials.

Thanks.
Richard

--
richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Feb 11, 2013, at 10:41 AM, Derek Cosson wrote:

Richard and Sarah Jane,

Prior to February 28, please deliver all artwork and other creative which The Zimmerman Agency has produced for the City of Pensacola, Pensacola International Airport, Pensacola Energy, or the Port of Pensacola, including source Photoshop/Illustrator/InDesign/etc. files. This should include any logos, print or digital ads, video content, or any other promotional materials.

Please let me know how we can best facilitate this – Dropbox, USB drive?

Thanks,

Derek Cosson

Public Information Officer

City of Pensacola

222 West Main Street

Pensacola, FL 32502

Work: (850) 436-5626

Cell: (850) 530-6133

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Bill Reynolds

From: Derek Cosson
Sent: Monday, February 11, 2013 2:54 PM
To: 'Richard Long'
Cc: Tamara Fountain; Bill Reynolds
Subject: RE: microsite

Richard,

The microsite as it stands is untenable and unusable, and needs to be reworked substantially. Virtually all of the copy needs to be rewritten due to errors and poor quality. Before Zimmerman removed the site from our server, we were planning to make those changes directly. Due to the volume of changes required, sending them via email is not an effective solution.

It is unfortunate that Zimmerman chose to remove the files from our server without notice, but in the absence of further progress on the issue, we have redirected the wewantyouinpensacola.com URL to the City homepage.

Thanks,

Derek Cosson

Public Information Officer
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5626
Cell: (850) 530-6133



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From: Richard Long [mailto:rlong@zimmerman.com]
Sent: Monday, February 11, 2013 1:00 PM
To: Derek Cosson
Cc: Tamara Fountain; Bill Reynolds
Subject: Re: microsite

Derek:

What's status on copy changes for the microsite? We need to receive these ASAP to get the site updated and have the site live by Friday when 850 Magazine publishes.

Thanks.

Richard

--
richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Feb 4, 2013, at 11:55 AM, Derek Cosson wrote:

You'll have the changes today or tomorrow.

Thanks,

Derek Cosson

Public Information Officer
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5626
Cell: (850) 530-6133

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From: Richard Long [<mailto:rlong@zimmerman.com>]
Sent: Monday, February 04, 2013 10:55 AM
To: Derek Cosson
Cc: Tamara Fountain; Bill Reynolds; 'Amanda Stahl'; 'Alycia Rea'
Subject: Re: microsite

Derek/Tamara:

The design change below switching out homepage positions for the Mayor's and Quint Studer's profile links has been completed.

We'll need your copy changes ASAP so we can make these updates before we save the site to the City server. To make sure the site is live before the Feb/March 850 Magazine insertion publishes on 2/15, we'll need to move ahead by middle of this week (2/6).

Thanks.
Richard

--

richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Jan 31, 2013, at 5:25 PM, Derek Cosson wrote:

Richard,

Thanks – review is underway. Tamara and I are currently in the process of rewriting the copy. Will have it back to you as soon as possible.

We do need one design change – on the front page, with the video tiles – we need to move the Mayor to where Mr. Studer is presently.

Thanks,

Derek Cosson

Public Information Officer
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5626
Cell: (850) 530-6133

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From: Richard Long [<mailto:rlong@zimmerman.com>]

Sent: Thursday, January 31, 2013 1:42 PM

To: Tamara Fountain; Bill Reynolds

Cc: Derek Cosson; Amanda Stahl; Alycia Rea

Subject: Re: microsite

Tamara/Bill/Derek:

The WeWantYouInPensacola microsite is full programmed and is ready to launch so we've moved it to new location on our server. Use the new link below to review the site. With approval, we can move this to your City server and take it live.

<http://wewantyouinpensacola.com/index.php>

Thanks.
Richard

--
richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Jan 29, 2013, at 5:13 PM, Tamara Fountain wrote:

Richard,

We just got our internet back up. We have been without for some time. Derek and I will go through this and get feedback to you as soon as we get caught up.
Please find additions to the city assets list for the digital press kit. We are still looking for that.

Tamara W. Fountain

Office of the Mayor
City of Pensacola

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Work: (850) 436-5627
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From: Richard Long [<mailto:rlong@zimmerman.com>]
Sent: Tuesday, January 29, 2013 11:30 AM
To: Tamara Fountain
Cc: Bill Reynolds; Derek Cosson
Subject: Re: microsite

Tamara/Derek/Bill:

Have you had a chance to review the Microsite at the link below yet? Need your approval/feedback to complete the site and upload files to your City FTP server to take live.

Thanks.
Richard

--
richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Jan 28, 2013, at 3:45 PM, Richard Long wrote:

Tamara/Derek/Bill:

Below is development link to view the updated and programmed microsite. Think the site turned out great!!

Please review and let us know ASAP if you have any changes. With your approval, we're ready to upload the site files to the City FTP server for your webmaster to take live this week.

<http://qa.cf8.zimmerman.com/cop/websites/cop-026/php/>

Thanks.
Richard

--
richard long
the / zimmerman / agency
850.668.2222
rlong@zimmerman.com

On Jan 14, 2013, at 12:33 PM, Tamara Fountain wrote:

Richard,

Please proceed with the microsite. My understanding from your last email is that Curtis and Z have agreed to reduce the price for agency time from \$34,335.00 to \$25,000.00. We will host the site ourselves in order to save the \$8000.00 Hosting/SEO costs. Please advise as to when to expect completion? Please do not hesitate to contact me with any questions. The goal is to have this site up and running by the end of January.

Sincerely,

Tamara W. Fountain

Office of the Mayor
City of Pensacola

222 West Main Street
Pensacola, FL 32502
Work: (850) 436-5627
Cell: (850) 259-1703

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