



March 23, 2015

Mayor and City Council  
5000 Diamondhead Circle  
Diamondhead, MS 39525

Dear Mayor and Councilmembers:

Re: Insurance Renewals – General Liability, Commercial Auto, Public Officials Liability & Employment Practices and Law Enforcement Liability

Attached from Bancorp South is the proposal for General Liability, Commercial Auto, Public Officials Liability & Employment Practices and Law Enforcement Liability renewals. Because all policies are being offered and written through Atlantic Specialty Insurance Company a multi-policy discount is realized.

It is my recommendation to accept the proposed policy renewal in the total amount of \$59,706 (excluding terrorism coverage.) The total renewal premium reflects a decrease of \$6,475 when compared to last year's premium for these policies.

Thank you for your consideration and approval in this matter.

Sincerely,

A handwritten signature in blue ink that reads 'Clovis Reed'. The signature is written in a cursive, flowing style.

Clovis Reed  
City Manager

CR:jk

attachment

# Proposal of Insurance

**REVISED**

*presented for:*



City of Diamondhead  
5000 Diamondhead Circle  
Diamondhead, MS 39525

*March 24, 2015*



Presented By:

Frank Bordeaux



**BancorpSouth**

Insurance Services, Inc.



## Important Please Read

As you review our proposal, please keep these thoughts in mind:

Always refer to the policies for specific coverage questions. Our proposal is a general overview only. The policy contract determines where and if coverage is available.

Consider flood and earthquake coverage. Neither flood loss nor earthquake loss are covered under standard property policies. All of us have exposure to floods and earthquakes.

The property and liability limits that we illustrate in this proposal are options only. We can provide additional alternative limit options if you request. The selection of limits is solely your decision.

Please notify us throughout the policy year of changes in your business that may affect your exposure to risk. Failure to do so may result in uncovered losses.

Our inspections, reports and recommendations are provided to assist in your efforts to establish and maintain a safe workplace and not to warrant workplace safety or compliance with applicable laws, regulations or standards. Our observations and suggestions are not a substitute for legal advice. You bear this ultimate responsibility and are encouraged to seek appropriate legal counsel when implementing a program or process to maintain a comprehensive workplace safety program.

Loss control is a daily responsibility of your management. Our visits are not a substitute for your own loss control program. Recommendations are developed from conditions observed at the time of our visit. They do not include every possible loss potential, code violation, or exception to good practice.

The solvencies of the insurance carriers that you select are of utmost importance. Unless noted otherwise, all carriers have a Best Guide rating of A- or better.

In order to offer you choices, our agency maintains relationships with a number of insurance companies. Most of these companies pay our agency a commission when we place coverage with them. Some companies issue policies on a net basis to us, and we, in turn, will charge you an agency fee. Some companies do pay our agency a contingency commission at the end of the calendar year if the groups of insurance customers placed with that company have been profitable. Such an arrangement is an incentive for our agency to work with you to prevent losses as well as send profitable business to insurance carriers.

Our relationship with you is based on trust and we do our best to make no representation that would mislead anyone about any aspect of the products or services that we offer.

We value your trust and have always held it in the highest regard; therefore, we will continue to do all that we can to fully represent you in the insurance marketplace.

This is only a brief summary, not a contract. Please see policy for full details, limitations and exclusions.



## City of Diamondhead's Service Team

Our commitment to five-star service is made at all levels of our organization. The following individuals are dedicated to providing high-quality service for all of your insurance needs.

Team Member	How They Can Help	Phone Number	Fax Number	Email Address
Frank Bordeaux	Gathers your risk information and oversees and executes resources and services.	228-563-6150	228-863-1957	Frank.Bordeaux@bxsi.com
Lisa Mitchell	Manages and implements all day-to-day changes and any services you need.	228-563-6103	228-863-1957	Lisa.Mitchell@bxsi.com
Renee King	Reports, monitors and assists with problematic claims.	228-563-6110	228-863-1957	Renee.King@bxsi.com
Marian Sherry	Coordinates and manages the issuance of all types of bonds.	228-563-6115	228-863-1957	Marion.Sherry@bxsi.com

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## General Liability

Issuing Company: Atlantic Specialty Insurance Company (OneBeacon Group)  
AM Best Rating: A XI (Excellent)  
Policy Term: 4/8/2015 - 4/8/2016

### Limits

Coverage	Limits
General Aggregate Limit	\$2,000,000
Products/Completed Operations	\$2,000,000
Personal/Advertising Injury Limit	\$1,000,000
Each Occurrence	\$1,000,000
Fire Damage Limit	\$500,000
Medical Expense Limit	Excluded
Employee Benefits	\$1,000,000
Sexual Abuse	\$1,000,000

### Location Schedule

Loc #	Bldg #	Address
1	1	5000 Diamondhead Circle Diamondhead MS
2	1	98190 Kapalama Dr Diamondhead MS

### Hazard Schedule

Loc #	Bldg #	Class Code	Classification	Rating Basis
1	1	44114	General purpose government risks organized as cities, towns, townships, villages or boroughs	Other
2	1	48727	Streets, Roads, Highways Or Bridges Premium Basis: Each mile	Other

**Subject to Audit**-The proposed premium is based on the above estimates of annual exposures. This policy is subject to an annual audit. A deposit premium will be collected at the time of inception. Adjustments in the premium will be done when the policy expires.

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## Business Automobile

**Issuing Company:** Atlantic Specialty Insurance Company (OneBeacon Group)  
**AM Best Rating:** A XI (Excellent)  
**Policy Term:** 4/8/2015 - 4/8/2016

Your exposure to a loss may exceed your limits and even those quoted here. Higher limits may be available. Please let us know if you would like additional information or a quote.

### Limits

Limits of Liability	
Combined Single Limit	\$1,000,000
Medical Payments	\$5,000
Hired Auto Liability	Included
Non Owned Auto Liability	\$1,000,000
Uninsured Combined Single Limit	\$200,000
Physical Damage Coverage	
Comprehensive or Specified Cause of Loss	See Schedule of Vehicles
Collision	See Schedule of Vehicles

### Schedule of Vehicles

	Year	Make/Model VIN	Liab	Med Pay	Spec Causes of Loss/ Comp Deductible	Collision Deductible
1	2010	FORD Crown VIC Police int 2FABP7BVXAX142287	X	X	\$1,000	\$1,000
2	2010	FORD Crown VIC Police int 2FABP7BV6AX116155	X	X	\$1,000	\$1,000
3	2010	FORD Crown VIC Police int 2FABP7BV9AX116165	X	X	\$1,000	\$1,000
4	2010	FORD Crown VIC Police int 2FABP7BV8AX108462	X	X	\$1,000	\$1,000
5	2005	FORD Crown VIC Police int 2FAFP71W35X169803	X	X		
6	2005	FORD Crown VIC Police int 2FAFP71WX5X169801	X	X		
7	2014	FORD Crown VIC Police int 1FM5K8AR28G25538	X	X	\$1,000	\$1,000
8	1998	FORD F - 150 1FTZF262NB96850	X	X		
9	1999	FORD F - 150 1FTZF1723XNB85203	X	X		
10	1990	Dodge D-150 1B7GE0BX8LS600388	X	X		

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11	1998	International 4400 1HTSCAB2WH529713	X	X		
12		Econ Trailer 42EDPJK2711001370	X	X		
13	2013	CHEV. SILVERADO 1GCRKPEA0DZ287286	X	X	\$1,000	\$1,000
14	2013	CHEV. SILVERADO 1GCRCPEA7DZ285497	X	X	\$1,000	\$1,000
15	2013	CHEV. SILVERADO 1GCRCPEA8DZ289462	X	X	\$1,000	\$1,000
16	2000	Flatbed 17X19101930762	X	X		
17	2006	CARGO TRAILER 5NHUFE2166U321316	X	X		
18	2013	Ford Taurus Interceptor 1FAHP2M8XDG119350	X	X	\$1,000	\$1,000
19	2014	Ford Explorer Police 1FM5K8AR1EGA14642	X	X	\$1,000	\$1,000
20		Utility w/water Trailer EQ018	X	X		
21		3x8 equipment Trailer 1D9U1106YD203384	X	X		
22	1999	Dodge Ram 3500 2B52B35Z1XK578509	X	X		
23	2005	Chevrolet Silverado 1GCEK19B45E304274	X	X		
24	2015	Ford/ F650 Super Duty 3FRNF6FA3FV638589	X	X	\$1,000	\$1,000
25	2006	AM General/HumV 240209	X	X	\$1,000	\$1,000
26	2006	Military U/HumV 230642	X	X	\$1,000	\$1,000
27	2006	AM General/HumV 229976	X	X	\$1,000	\$1,000

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## Schedule of Drivers

	Name	DOB	Driver License Number	State Licensed
1	William Racz	12/7/1937	802300647	MS
2	Darrell Edmund Hughes Sr	7/23/1958	800039248	MS
3	Billy Palmissano	11/2/1979	801037476	MS
4	Richard K. Sullivan	8/14/1957	801152932	MS
5	Royal B Walton	6/6/1960	801088292	MS
6	Nathan E. Cuevas	12/15/1962	802055375	MS
7	Gary J. Williard	5/11/1962	4722624	LA
8	Holly Bilbo	5/4/1989	800560832	MS
9	Marvin S Hudson	2/12/1962	801793847	MS
10	Benton L Pearson	12/18/1980	801549312	MS
11	Robert Lee Blackburn	8/24/1958	801588101	MS
12	Martha H Causey	3/12/1952	802125666	MS
13	Arthur R Nelson	10/18/1953	800718357	MS
14	Jayson Allen	6/16/1981	801065903	MS
15	Roland Flowers	12/10/1967	800780161	MS
16	Christopher Cuevas	06/20/1968	801885879	MS
17	Kristin Ventura	6/30/1977	800553219	MS
18	Loita McSwan	5/2/1943	802010795	MS
19	Herbert C. Swanson Jr	5/2/1943	800412628	MS
20	Ann Comeaux	05/09/1976	800609363	MS
21	Mary C Triplett Scott	4/21/1967	802136445	MS
22	Ronald Jones	1/18/1955	800017625	MS
23	Clifton Malley	9/17/1965	800650523	MS
24	Eimer Mullins	9/14/1958	801230963	MS
25	William Michael Cole	8/13/1950	802615402	MS
26	Jeannie Klein	10/26/67	801239357	MS
27	Joseph Lopez	11/19/1971	800123315	MS
28	Thomas Sislw	3/13/1944	802459675	MS
29	Blaine LaFontaine		801380325	MS
30	Ernest Knobloch	2/12/1945	800270195	MS
31	Ronald Rech	10/25/1937	800708236	MS
32	Billy McGrew	09/20/1953	801634660	MS
33	Clovis B. Reed	09/09/1959	802277022	MS
34	Emma L. Cooley	09/08/1964	800153729	MS
35	Richard Stacy Wilson	02/05/1967	800885011	MS
36	Michael Ladner	6/30/1972	801550383	MS
37	Deannda Burnett	08/18/1962	800200700	MS
38	Bruce R. Lilly	09/11/1972	802338698	MS
39	Michael Riggs	02/20/1988	802694930	MS
40	John E. Lather	01/23/1954	802083653	MS
41	Billy J. Dauphin	01/08/1973	801320655	MS

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## Professional Liability – Public Officials E&O, Public Officials Employment Practices, Public Officials Employee Benefits and Law Enforcement Liability

Issuing Company: Atlantic Specialty Insurance Company (OneBeacon Group)  
AM Best Rating: A XI (Excellent)  
Policy Term: 4/8/15 – 4/8/16

Coverage – Public Officials Errors & Omissions	Limits
Liability Limit per Occurrence	\$1,000,000/\$2,000,000Aggregate
Deductible	\$5,000
Claims Made	Y
Retroactive Date	6/6/2012
Covered Territory	Diamondhead, MS

Coverage – Public Officials Employment Practices	Limits
Liability Limit per Occurrence	\$1,000,000/\$2,000,000Aggregate
Deductible	\$5,000
Claims Made	Y
Retroactive Date	6/6/2012
Covered Territory	Diamondhead, MS

Coverage – Public Officials Employee Benefits Administration	Limits
Liability Limit per Occurrence	\$1,000,000/\$2,000,000Aggregate
Deductible	\$5,000
Claims Made	Y
Retroactive Date	6/6/2012
Covered Territory	Diamondhead, MS

Coverage – Law Enforcement Liability	Limits
Liability Limit per Occurrence	\$1,000,000/\$2,000,000Aggregate
Deductible	\$5,000
Claims Made	Y
Retroactive Date	6/6/2012
Covered Territory	Diamondhead, MS

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### **Premium Comparison**

Coverage	Renewal (Estimated) Premium	Expiring (Annualized) Premium
General Liability	\$15,023	\$7,879
Commercial Auto	\$28,632	\$39,331
Public Officials Liability & Employment Practices Liability	\$16,489	\$8,944
Law Enforcement Liability	Included	\$10,027
<b>TOTAL</b>	<b>\$60,144</b>	<b>\$66,181</b>

**Note:**

**Above Totals include Terrorism coverage but to exclude it the total premium would be \$59,706**

**Approximate cost to cancel current policies early effective 4/8/15 - \$1,560**

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# PROCLAMATION

## NAMING OF CITY HALL BANDSTAND THE "VETERANS MEMORIAL BANDSTAND"

**WHEREAS**, a bandstand was constructed on the City Hall Town Green with contributions of private donations from citizens, local businesses and volunteer labor; and

**WHEREAS**, the Mayor and City Council at the request of those volunteers responsible for the construction of the bandstand do find it befitting and proper to give official name to the structure; and

**WHEREAS**, in honor of the courage, self-sacrifice and devotion to our Nation and to one another, the naming of the bandstand structure has been proposed to be identified as the "Veterans Memorial Bandstand", and

**NOW, THEREFORE, BE IT PROCLAIMED**, by the Mayor and City Council for the City of Diamondhead, Mississippi with respect for and in recognition of the contributions of our veteran services members have made to the cause of peace and freedom around the world the recently construction bandstand shall from this day forward be named and known to all as the "Veterans Memorial Bandstand."

Proclaimed this the 7th day of April, in the year 2015.



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Mayor Thomas E. Schafer, IV



April 2, 2015

Mayor and City Council  
5000 Diamondhead Circle  
Diamondhead, MS 39525

Dear Mayor and Councilmembers:

Re: Advertising and Consulting Agreement

Attached for your consideration and approval is the Advertising and Consulting Agreement with The Focus Group. As you are aware the City secured the services of the Hancock Chamber of Commerce to solicit, review and recommend the agency that would be best suited and most effective for "branding" and advertisement for Diamondhead.

It is my recommendation to enter into agreement with The Focus Group. The fees for services provided for in the contract will not exceed \$47,200.00 and include logo/brand, tagline, website development and hosting for 1 year, social media, QR codes, mobile application and print collateral. Services performed outside the contract will be billable to the City at an hourly rate as follows:

Programming	\$150.00
Graphic design	\$125.00
Writing	\$125.00
Project Management	\$100.00

With your approval to proceed, we are prepared to move forward with the professional "branding" and advertising process that will more accurately reflect Diamondhead as we know it.

Sincerely,

A handwritten signature in blue ink that reads 'Clovis Reed'. The signature is fluid and cursive, with the first name 'Clovis' being more prominent than the last name 'Reed'.

Clovis Reed  
City Manager

# **Advertising and Consulting Agreement**

Between

**The Focus Group**

And

**City of Diamondhead**

This agreement is entered into by and between the **City of Diamondhead**, hereinafter referred to as "Client", and **The Focus Group**, hereinafter referred to as "Agency."

## **1. Appointment of Agency**

The Client hereby appoints Agency, and the Agency agrees to accept such appointment, to provide marketing and advertising services for the project described in Exhibit A (Logo/Brand, Tagline, Website, Social Media, QR Codes, Mobile Application, and Print Collateral). The Agency shall act, at all times, as an independent contractor.

## **2. Services and Compensation**

Agency will render professional services at the rates listed and not to exceed individual budgets in Exhibit A unless approved in writing in advance by the Client. Client and Agency may agree to change, remove, or add items along the way. The Client will only be billed for the professional services and outside services agreed to and performed by the Agency as outlined in writing. Additional work outside of the scope of the specifications in Attachment A will be documented as a change order along with an estimate of the cost of the additional work and will only be started upon the signature of the client agreeing to the change order. Any work completed outside of the specifications in Attachment A will be billed at the following rates: \$150 per hour for programming, \$125 per hour for graphic design, \$125 per hour for writing and \$100 per hour for project management. This work will be billed in quarter (1/4) hour increments.

The process for the presentation of designs consists of The Focus Group providing drafts and asking for feedback from Client. Client then gives feedback or approves (signs off on) the designs being used before they are translated into the final deliverable. This contract assumes two rounds of the design process will suffice for creation of the design. Additional changes will result in additional charges. If a service item has been fully performed, it will be invoiced in full. If a service item has been partially performed, client will be invoiced an incremental portion of the work performed to date. Terms for payment for all invoices will be Net 20 days. If the Client cancels any planned services that have

already been started or placed, the Client will remain responsible for any unavoidable costs related to those services or placements.

Agency will maintain a detailed account of all charges, and Client will be entitled to examine Agency's billing records upon request, at any reasonable time mutually agreeable to the parties.

### **3. Outside Services Engaged by Agency**

The Client shall pay the Agency for all Client advertising, printing, and other outside services handled by the Agency. Client will be billed for incidental expenses as they are incurred, with written approval of the Client in advance of expenditure. Incidental expense items include, but are not limited to, Agency's direct costs of mailing, packaging and shipping, along with all taxes, duties, telephone calls, and delivery services in connection with the performance of its obligations under this Agreement. If the Client cancels any planned outside services, the Client will remain responsible for any unavoidable costs including non-cancellable requests made on behalf of Client.

### **4. Term**

This agreement shall become effective upon signing by all parties.

### **5. Rights and Duties upon Termination**

Upon termination of this agreement by either party, no work in progress shall be completed unless requested by the Client. All contractual obligations in accordance with this agreement shall remain in effect with respect to the winding down of all contractual relations between the parties. The Agency will attempt to assign all of its contracts with third parties on behalf of the Client to the Client, who shall assume all such contracts and obligations under such contracts and hold the Agency harmless from any liability. If any such contract cannot be assigned, the Agency will continue to perform in accordance with the contract, the Client assuming all responsibilities and costs under the contract. The Agency shall deliver to the Client all papers and other materials related to the work performed by the Agency in accordance with this agreement. The Client agrees to pay all costs of storage or transport of such items. Except as specifically provided in this

agreement, all rights and liabilities of the parties arising out of this agreement shall cease upon the termination of this agreement.

## **6. Governing Law**

This Agreement shall be governed by, construed, and enforced in accordance with the laws of the State of Mississippi. All parties hereto agree that the Chancery or Circuit Courts of Hancock County, Mississippi shall have exclusive jurisdiction in all legal actions concerning this Agreement, or any dispute between or among the parties; that the Chancery or Circuit Courts of Hancock County, Mississippi shall be the exclusive venue for any legal actions concerning this Agreement or any dispute between or among the parties; that the laws of the State of Mississippi shall control in all legal actions concerning this Agreement or in any dispute between or among the parties; and that no party shall take any action to circumvent the jurisdiction or venue of the Circuit or Chancery Courts of Hancock County, Mississippi, in any legal action concerning this Agreement or in any dispute between or among the parties.

## **7. Notices**

Any notice provided for or concerning this Agreement shall be in writing and shall be deemed sufficiently given when sent by certified mail to the respective parties at the following addresses:

**AGENCY:**

Allison Buchanan  
Manager / Director  
The Focus Group  
11545 Old Hwy 49  
Gulfport, MS 39503

**CLIENT:**

Linda McCarthy  
(On behalf of the City of Diamondhead)  
Assistant Director  
Hancock Chamber  
100 South Beach Blvd, Ste. A  
Bay St. Louis, MS 39520

**And to**

Clovis Reed, City Manager  
City of Diamondhead  
5000 Diamondhead Circle  
Diamondhead, MS 39525

**With a Mandatory Copy  
(Which shall not constitute notice) to:**

Tom Musselman  
General Counsel  
Corporate Management Inc  
P.O. Box 3269 Gulfport,  
MS 39505

**8. Entire Agreement**

This Agreement shall constitute the entire agreement between the parties, and any prior understanding or representation of any kind preceding the date of this Agreement shall not be binding upon either party except to the extent incorporated in this Agreement.

**9. Modification of Agreement**

Any modification of this Agreement shall be binding only if placed in writing and signed by each party or an authorized representative of each party.

**10. Assignment of Rights**

The rights of each party under this Agreement are personal to that party and may not be assigned or transferred to any other person, firm, corporation, or other entity without the prior, express, and written consent of the other party

This Agreement is entered into this \_\_\_\_ day of \_\_\_\_\_, 2015.

**The Focus Group**

**City of Diamondhead**

\_\_\_\_\_  
By: Allison Buchanan  
Manager/Director

\_\_\_\_\_  
By: Clovis Reed  
City Manager

# Exhibit A

## Focus Group Sessions

Our team will plan, coordinate and execute two to three focus groups consisting of key citizen demographics from the City. We will provide questions to the City for review prior to the meetings. Feedback and answers will be provided to the City and will be used for input on concepting the logo and brand.

## Logo, Brand and Tagline Creation

Our talented team of designers will design five to seven logo and brand options. Two rounds of revisions will be performed until the logo is perfected in the eyes of both parties.

Upon completion of the logo, brand, and tagline, we will provide a Corporate Standards Package. This package will include all of the following:

- Logo package: will include the logo in all needed formats for any future use. These include jpg, gif, png, eps and vector formats.
- Branding color palette: we will provide files detailing the specific brand colors that makeup the logo, as well as complimentary colors that are standardized for use in all creative deliverables to be used by the city. Specific color codes will be provided. This ensures color matching and consistency on all signage, collateral and promotional materials.
- Font selections: we will also provide the specific fonts types that are to be used in the logo and promotional materials.

The Corporate Standards Package ensures consistent branding and will provide all files needed for any printing projects in the future.

## Logo, Brand and Tagline Creation

**\$5000**

## Website Development

Our award-winning web development team designs engaging websites with user-friendly interfaces. Our in-house website development team creates scalable and affordable websites ranging in size from very small to enterprise level web solutions. The website will be built in WordPress, an open-source and highly scalable programming language. WordPress is a Content Management System that will hold all data and content in an editable database. WordPress also offers extensive administration capabilities, allowing you full control of site edits. We will provide training for the WordPress administrator to all needed staff, empowering clients to update information, content, photos, etc.

## **Website Concept**

Our design team will use the logo and brand to develop an engaging website that is consistent and compelling. We will design and develop a website that provides traditional information for citizens, like departments and contact information. Additionally, we will incorporate photography and content about the many amenities Diamondhead offers its citizens, for the purpose of residential marketing. The concept will be mix of traditional city government information, tourism and economic development information. We will use the website to market relocation to the city by promoting amenities, shopping, culture and quality of life. Quite often a website may be an end-user's first impression of the city, so we want to design a website that makes a great and comprehensive impression.

Your website will be responsive and mobile device-friendly. We will develop content, including copywriting and photography for the website based upon Agency and Client discussions. Content will be developed completely, and we can make improvements to current site content. Content will need to be finalized and signed off on by the City of Diamondhead prior to programming. It will be considered outside of the scope of this contract if the client makes changes to the content after it is programmed into the website. The site map is outlined below as a recommendation under the heading "Architecture".

### **Recommendations:**

- Add user-friendly content to every page to tell the brand story of Diamondhead
- Create a fluid place on the homepage to include news, calendar events and meeting minutes.
- Consolidate forms and ordinances into a resources area for quick access
- Highlight volunteering opportunities/application on front page
- Add enticing content for arts, recreation and livability

## Recommended Architecture

### (22 pages) HOME PAGE

- City of Diamondhead
  - City officials
  - Agendas and Minutes
  - Pay Your Ticket Online
  - Resources & Links
  - Bids & RFPs
  - Planning & Zoning Commission
    - Zoning
  - Public Works
  - Police Department
- Business // Work Here
  - Why Diamondhead? (Diamondhead Community Profile for Business Opps)
  - Commercial Real Estate Opportunities
  - Forms & Resources
  - Employment Opportunities
- Arts & Recreation // Play Here
  - Arts in Diamondhead
  - Recreation Opportunities
  - Calendar of Events
- Residents // Live Here
  - Why Diamondhead? (Diamondhead Community Profile for Living)
  - Real Estate Opportunities
  - Education
- News (news updates, calendar events, agendas & minutes)
- Contact

This architecture includes 22 pages of content to promote what Diamondhead offers visitors and residents. Photography and ease of end-user use will be important components of the engaging website experience. We will also create marketing headings and taglines that can be used throughout the website, including a slider on the homepage.

We will also provide the full suite of Google Analytics for detailed traffic analysis. Each of the website goals listed in the RFP are part of the normal processes and functionality we incorporate into all our developed websites.

Our websites are custom designed from scratch or from existing WordPress templates that can be branded and reconfigured for individual clients. Additionally, we build fully responsive websites, which are mobile device-friendly, and make mobile use extremely user-friendly, while keeping consistent branding and navigation with the desktop version of websites. We provide the full suite of Google Analytics for all developed websites that provides detailed, up to the minute live statistics on site traffic, page views, visitor trends, etc.

SEO is also a key part of website development. We incorporate SEO into our websites from the ground up, to increase organic search results and web traffic.

Our websites are developed with the following standards:

- Content – we will provide full content development services, including photography.
- Easy navigation – your site will be developed for maximum ease of use, with emphasis on quick access to user desired information.
- Outstanding graphic design – our team of designers works with the programming team to develop impressive websites. Every detail within the design of your website is reviewed for the best design possible.
- Promotional materials – our team of designers will use specific brand elements (included in the Corporate Standards Package) to design the website so they are consistent with the city brand.
- Navigational tools – navigation, menu bars, buttons, icons, etc. will be custom designed to be consistent with the city brand.
- High bandwidth – we are an enterprise-level client of BlueHost, a global web hosting company with high capacity and stellar customer service.
- Hosted facility – BlueHost offers a hosted facility of multiple redundancies in servers and extensive back-up capabilities.
- Scalability – your websites will be built to be scalable and grow with the needs of the city. With BlueHost we have the ability to provide whatever bandwidth or disk space that is required for future expansion.
- Reliability – BlueHost provides very reliable web hosting services.
- Website look – we pride ourselves on outstanding web design. Mockups will be provided for feedback and revisions as part of the design process.
- Ease of operation – your website will be easy to navigate and maintain, and responsive design dramatically increases website effectiveness on mobile devices.
- Browsers – your website will be compatible with all major browsers (Chrome, IE, Firefox, Safari, etc). We will do thorough browser compatibility testing for your website in the development phase.
- Streaming video – the website will support streaming video.
- PDF links – we can easily share PDF documents through links of websites, as well as Acrobat Viewer downloads.
- On-site services – we provide an extensive list of functionality options for websites, including: search, site trackers, site maps, etc.
- Tracking – the website will include Google Analytics, offering comprehensive statistics on site traffic, page views, time-on-site, browsers, etc.

- Training – we will provide training for key staff on website administration through WordPress. The training session will be 2-4 hours and key city staff will need to be in attendance.
- SEO – our outstanding SEO team incorporates keywords and phrases into content and programming of websites to increase placement in organic search results and increase site traffic. A targeted organic SEO evaluation for the new website is included for 120 days after the launch.
- Includes one year of hosting (\$300). Hosting will be invoiced for the second year at least one month before expiration.

**Website Design and Development: \$28,000**

Municode: Agency agrees to review this service and offer recommendations to Client as to how to best position online City of Diamondhead codes and ordinances. Subscription Fees for Municode are outside the scope of this agreement.

*Note: For portfolio purposes, The Focus Group shall be entitled to place an unobtrusive credit with a hypertext link to our website in the footer. The Focus Group is also entitled to reproduce samples of Client's website in our portfolio and in our marketing material.*

### **Social Media Sites**

One of our key service offerings since our beginning has been social media planning, training, management, and branding. We provide specific individual social media services like profile development and launch, and comprehensive services that include profile management and social media ad campaign planning and development.

We will create and launch profiles for the city for:

- Facebook
- Twitter
- YouTube
- LinkedIn

We will brand all profiles with graphics designed consistently with the new city brand. Our graphic design team will custom design these elements for a cohesive, branded online presence for the city. In addition to creation, launch and branding, we will provide a strategic two to four hour training session for key staff on how to use these profiles, what to post, when to post and how to create online Facebook ad campaigns.

**Social Media Profiles Launch, Branding and Training: \$4,500**

### **Quick Response Codes**

QR Codes are another deliverable we have been providing to our clients for years. We will provide them and link them to valuable information like websites, contact information, links and geo coordinates. We are budgeting for custom design of one main QR code for the city.

We can provide additional standard QR codes for the city if needed, at no charge.

**QR Code Custom Design: \$500**

### **Mobile Application**

We have developed mobile applications for clients with a wide variety of functionality. Our design team custom designs the graphics used within apps for Google (Android) and Apple (IOs). Our programming team can develop apps for high-level needs. We will provide a Diamondhead branded app with the specific functionality requested, including:

- An interactive map to access properties and land for sale.
- Sends the latest news straight to tablets and phones.
- Social media access.
- Access to Diamondhead statistics.
- Audio and video tour capabilities.
- Connectivity with city staff (via contact info or email).

**Mobile App Design and Development: \$7000**

### **Print Collateral**

We will design, write content and oversee production of collateral for the City of Diamondhead as follows

4 panel rack card size brochure -- color 5,000 quantity

**Print Collateral Design, Development, Production, and Printing \$2200**

##



City of Diamondhead

Budget Amendment Request

Fund Name: General  
 Department #: 140  
 Department Name: Administration  
 Requested by: Kristin Ventura, City Clerk

Date: 4/7/2015  
 Budget Entry #: FY2015-001-140-3  
 Amendment #: FY2015-001-140-3

	Original Budget	10% of Dept Budget Prior Amendments	This Amendment	Revised Budget
<b>TOTAL REVENUE</b>	\$ -	\$ -	\$ -	\$ -
<b>EXPENDITURES:</b>				
Personnel Services	\$ 411,786.33	\$ 5,500.00	\$ (19,500.00)	\$ 397,786.33
Supplies	31,040.00	2,000.00	-	33,040.00
Contractual Services	528,948.18	12,940.00	19,500.00	561,388.18
Grants/Subsidies/Allocations	-	-	-	-
Debt Service	61,898.38	-	-	61,898.38
CAPITAL OUTLAY	110,609.96	-	-	110,609.96
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,144,282.85</b>	<b>\$ 20,440.00</b>	<b>\$ -</b>	<b>\$ 1,164,722.85</b>
REVENUE OVER/(UNDER) EXPENDITURES	\$ (1,144,282.85)	\$ (20,440.00)	\$ -	\$ (1,164,722.85)

OTHER FINANCING SOURCES AND USES:

Transfers In from Other Funds	\$ -	\$ -	\$ -	\$ -
Transfers Out to Other Funds	-	-	-	-
<b>TOTAL ALL</b>	<b>\$ (1,144,282.85)</b>	<b>\$ (20,440.00)</b>	<b>\$ -</b>	<b>\$ (1,164,722.85)</b>

Description: Estimated FY14 auditing fees are \$19,500 over original budgeted amount of \$19,000. Move \$19,500 from Personnel Services Category: \$9,750 from health insurance and \$9,750 from retirement match line items.

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Projected to be \$15,000 over budget in collection fees. Due to a decrease in insurance premiums over budget of \$21,600, \$15,000 will be moved from the insurance line item to the collection fees line item within the Contractual Services Category to cover the shortfall.

Other:



City of Diamondhead

Budget Amendment Request

Fund Name: General  
 Department #: 653  
 Department Name: Economic Development  
 Requested by: Kristin Ventura, City Clerk

Date: 4/7/2015  
 Budget Entry #: FY2015-001-653-1  
 Amendment #: FY2015-001-653-1

10% of Dept Budget

	Original Budget	Prior Amendments	This Amendment	Revised Budget
TOTAL REVENUE	\$ -	\$ -	\$ -	\$ -
<b>EXPENDITURES:</b>				
Personnel Services	\$ -	\$ -	\$ -	\$ -
Supplies	-	-	-	-
Contractual Services	112,908.00	-	25,500.00	138,408.00
Grants/Subsidies/Allocations	-	-	-	-
Debt Service	-	-	-	-
CAPITAL OUTLAY	-	-	-	-
TOTAL EXPENDITURES	\$ 112,908.00	\$ -	\$ 25,500.00	\$ 138,408.00
REVENUE OVER/(UNDER) EXPENDITURES	\$ (112,908.00)	\$ -	\$ (25,500.00)	\$ (138,408.00)

OTHER FINANCING SOURCES AND USES:

Transfers In from Other Funds	\$ -	\$ -	\$ -	\$ -
Transfers Out to Other Funds	-	-	-	-
TOTAL ALL	\$ (112,908.00)	\$ -	\$ (25,500.00)	\$ (138,408.00)

Description: Account for contract with The Focus Group (\$47,200) and Hancock Count Chamber of Commerce (\$11,800).

Other:

Year End Projection - Economic Development	\$	125,500
Original Department Budget		<u>100,000</u>
Proposed Budget Amendment	\$	25,500



April 1, 2015

Mr. Clovis Reed, City Manager  
City of Diamondhead  
5000 Diamondhead Circle  
Diamondhead, MS 39525

Dear Mr. Reed:

Attached is the final pay request in the amount of \$11,468.00 to Gray Dirt & Gravel, LLC for drainage improvements at City Hall. I have inspected and found the project to be complete. If you find these documents to be in order, please proceed with Council approval to make final payment.

Thank you for your consideration in this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Rick Sullivan', is written over a horizontal line.

Rick Sullivan  
Public Works Director

RS:jk

attachments

Handwritten initials 'CR' in blue ink.

# SEYMOUR

ENGINEERING

CIVIL ENGINEERS AND PROFESSIONAL LAND SURVEYORS



925 Tommy Munro Dr., Ste. G  
Biloxi, Mississippi 39532  
Phone: 228-385-2350  
Fax: 228-385-2353  
Toll Free 888-385-2350

March 27, 2015

Mr. Clovis Reed  
City Manager  
City of Diamondhead  
5000 Diamondhead Circle  
Diamondhead, MS 38525

**Re: Drainage Improvements, Diamondhead City Hall  
Final Pay Request No. 3**

Dear Mr Reed:

Enclosed you will find Final Pay Request No. 3 for the above referenced project. The work was substantially complete prior to the last pay request which we submitted on February 23, 2015. This pay request releases the retainage as the contractor has completed minor erosion touch ups and is final complete with the job.

Respectfully submitted,

SEYMOUR ENGINEERING

A handwritten signature in black ink, appearing to read 'Edward L. Hogg', written over the printed name.

Edward L. (Ned) Hogg, P.E.  
228-385-2350 x108  
[nhogg@seymoureng.com](mailto:nhogg@seymoureng.com)

ELH/mah

Enclosures



