



**NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY
("V&T Railway Commission")
Agenda Report**

Date Submitted: 09/21/23

Meeting Date Requested: 09/27/23

Time Requested: 10 Minutes

To: NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY Commissioners

From: David Peterson

Subject Title: Discussion and possible action regarding a proposed agreement for social media services with Aumada Marketing, for a not to exceed amount of \$13,500, at a rate of either \$1,000 per month for social media management or \$1,500 per month for the full marketing package, effective October 1, 2023, through June 30, 2024.

Staff Summary: *Aumada Marketing has provided the V&T Commission a proposal with two different options to be addressed during the V&T Commission meeting: 1) social medial management, which includes comprehensive social media management, content creation and platform monitoring, at a cost of \$1,000 per month; and 2) full marketing, which covers social media management, public relations efforts and email marketing campaigns, at a cost of \$1,500 per month.*

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

I move to approve agreement for social media services with Aumada Marketing, for a not to exceed amount of \$13,500, at a rate of either \$1,000 per month for social media management or \$1,500 per month for the full marketing package, effective October 1, 2023, through June 30, 2024.

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: TBD

Explanation of Impact:

Funding Source: 53070-000 Professional Services

Supporting Material/Attachments: 20230927_VT_Item 11_Social Media

Prepared By: Allyson Bolton, Atypical Consulting and Events



Dear V&T Railway Commission,

I hope this letter finds you well. I am writing to express my gratitude for the opportunity to collaborate with V&T Railway Commission over the past month. It has been an honor to support your organization in managing its social media presence, and I have enjoyed becoming familiar with your brand, audience, and the type of content that resonates most with your followers.

I am excited to present a proposal for the continuation of our partnership.

Scope of Services:

1. Social Media Management:

I propose to continue managing V&T Railway Commission's social media platforms, ensuring consistent and engaging content. This will include:

- **Content Creation:** Developing visually appealing and informative posts, images, and videos tailored to your audience's preferences.
- **Platform Monitoring:** Actively monitoring all social media platforms to respond to comments, engage with followers, and address any inquiries or concerns promptly.

2. Email Marketing:

To further strengthen your online presence and drive sales, I recommend implementing an email marketing strategy. This will involve:

- **Regular Updates:** Sending out scheduled email newsletters featuring updates, news, special promotions, and events.
- **Ticket Sales:** Promoting ticket sales and special offers to encourage conversions.
- **Brand Awareness:** Utilizing email marketing campaigns to increase brand awareness among the Northern Nevada community.

3. Performance Tracking:

I will provide detailed monthly reports to track the effectiveness of our efforts. This will include metrics such as engagement rates, follower growth, website traffic from social media, email open and click-through rates, and more.

4. Public Relations (PR):

- I will proactively engage with media outlets, influencers, and relevant stakeholders to enhance V&T Railway Commission's public image.
- This will include creating press releases, coordinating media interviews, and managing crisis communication, if necessary.

Proposal:

I have outlined two proposals for your consideration:

1. Social Media Management: \$1,000 per month

- This option includes comprehensive social media management, content creation, and platform monitoring.

2. Full Marketing Package: \$1,500 per month

- This comprehensive package covers social media management, public relations (PR) efforts, and email marketing campaigns, providing a holistic approach to your marketing needs.

I believe that both options offer excellent value and will help V&T Railway Commission achieve its marketing objectives effectively. Please let me know which option aligns best with your goals, and I am happy to tailor our services accordingly.

Sincerely,

Regina Flores

Founder, Aumada Marketing

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