

Summary Results Annual Performance Review of Pilch and Barnet for the Mississippi River Parkway Commission

MRPC Board Members and Committee Chairs:

Charged with objectivity and transparency in the evaluation of the performance services of the National Office of MPRC with contractors Pilch and Barnet (PB), Pilot Anne Lewis appointed Pilot ProTem Norma Pruitt as Review Committee Chair. The Pilot ProTem selected members Derrick Biglane (Treasurer), Holly Cain (Secretary), and Sharon Calcote (Marketing Chair) to assist in the performance evaluation process, which included forming the survey content, assessing scores and comments, and discussing survey outcomes and enhancement strategies with PB.

The survey, scoring the workscope and five optional questions, was distributed to the MRPC's Board of Directors as well as Committee Chairs. Committee Chairs were asked to participate in the survey because of their familiarity to the workscope. Most of the work is directed by tasks completed within each committee. The Review was submitted to 19-participants. Fourteen people responded. Five people did not return responses, including representatives from Tennessee and Missouri.

Generally, most agree on an American Grading System from A to F. The following chart represents the letters with its corresponded grading scale: A: 90-100 / B: 80-89 / C: 70-79 / D: 60-69 / F: 0-59. The survey recounts an overall total score of 84.6, reflecting satisfaction with the performance of Pilch and Barnet fulfilling the services as required by the contract and workscope addendum.

In each Section charted below is the score tally, respondent scores, and comments received from each of the Optional Questions. The comments were taken word-for-word from each survey, protecting the anonymity of respondent. It is imperative that every member of the Board of Directors clearly understand the duties and responsibilities of the contractors pursuant to the Contract and Addendum.

In summary, the Review Committee recommends that the Board of Directors allow the Review Committee to consider and recommend actions for additions and modifications to the Addendum Scope of Work for newfound support services and to reprioritize an increasing workload relating to usage and implementation of new technology to enhance MRPC's mission.

Respectfully submitted,

Best Regards,

MRPC | Pilot Pro-Tem | Norma Pruitt | PromoteKY@gmail.com | 270-705-0506

Methodology: An evaluation of the Annual Performance Review of contracted services for the Mississippi River Parkway Commission to determine progression or regression with Pilch and Barnet, the MRPC contractors, pursuant to the Letter of Agreement hereafter referred to as Contract, along with the workscope as an Addendum to the Contract. The workscope, pursuant to the Contract and Addendum, was included in the Annual Performance Review, outlining four primary Sections with an allocation of a percentage of time dedicated to the work in each specific Section, and subset. (i.e. Section 1 requires 40% of time; Section 2 requires 40%; Section 3 requires 10%; and Section 4 requires 10%, equaling a total of 100%)

Each Section had an allocated score equal to the percentage of time given for the work scope. Scoring each Section as follows: Section 1 – between 0-40; Section 2 – between 0-40; Section 3 – between 0-10; Section 4 – between 0-10. (For example, Section #1 Organization Management is 40% of Pilch and Barnet's contractual obligation. When reviewing the work items/subset thereunder, please assign a score between zero and forty.) The score should reflect your opinion of the work completed, the quality of the performance, and/or the strength, weakness, or opportunities provided in the Contract during this past year. The accumulating total will assess a score for the 2020 Annual Performance Review of Pilch and Barnet not to exceed 100.

SECTION #1: ORGANIZATION MANAGEMENT

- 40% of time spent contractual obligation -- Score Section 1 Between 0-40 Total 33.29

Score distribution shows 3 people scoring 40 (3/40) ; 1 person scoring 39 (1/39); 4/38; 1/35; 2/30; 1/25; 1/20; 1/15

(Chart found on last page)

WORKSCOPE -- ADDENDUM TO THE CONTRACT

- a. Database: segmented and managed for targeted as well as mass distributions
- b. Semi-annual and Annual meeting recruitment, speaker and venue arrangements, coordination with state MRPC, agendas and promotions. Work with board to grow participation. Evaluation and post-event reports.
- c. Committee coordination and management, including meeting calls and record keeping. Agendas, action plans and progress reports.
- d. Budget management, including billing, monthly financial reports, monthly hourly reports, management of bills paid and accounts payable.
- e. Member site regularly updated and improved for clarity and ease of function
- f. CMP progress reports distributed to all members
- g. Strategic Plan progress reports at semi-annual and annual meetings
- h. Identify needed board actions before and during quarterly board meetings. Work to ensure action is followed up in a timely manner.
- i. Follow by-laws and where necessary, call for Bylaws Committee to revise
- j. Partner incorporation and organizational alignment for full participation
- k. Liaison with MRC to include board updates and annual and semi-annual meeting inclusion

Deliverables:

- 1.) Quarterly reports. Use uniform graphic metrics where possible that show progression.
- 2.) Strategic plan updates and Corridor Management Plan updates
- 3.) Board Training (in the next 12 months): To better identify and reset staff and board roles for clarity and improved expectations and accountability.

SECTION #2: MARKETING/PROMOTION

- 40% of time spent contractual obligation -- Score Section 2 Between 0-40 Total 33.93

Score distribution shows 1 people scoring 38 (1/38) ; (4/35); 1/30; 1/28; 1/24; 1/15 (Chart found on last page)

WORKSCOPE -- ADDENDUM TO THE CONTRACT

- a. Website updates and promotion
- b. Two annual promotions
- c. Map production oversight
- d. Brand promotion and protection
- e. Integrated social network promotion via Facebook, Twitter, Instagram and Pinterest. Report quarterly.
- f. Leverage marketing and Public Relations opportunities with new and existing partners. Outreach to potential marketing partners.
- g. Increase integration of MRPC and MRC marketing efforts
- h. Regular on-going promotion and communication with Interpretive Centers

Deliverables: Quarterly Marketing Report

SECTION #3: Support the Securing of Financial Resources

- 10% of time spent contractual obligation --Score Section 3 Between 0-10 Total 8.79

Score distribution shows 7people scoring 10 (7/10) ; 3/9; 1/8; 1/7; 1/6; 1/5 (Chart Below)

WORKSCOPE -- ADDENDUM TO THE CONTRACT

- a. In conjunction with the board of directors, develop and carry out strategy to maintain current dues paying states status and gain back non-paying states.
- b. Staff fundraising or endowment committee
- c. Sponsorship package and potential sponsor calls coordination
- d. Travel with board members, if requested
- e. On-going state MRPC communication to keep commissioners and technical advisors year. Updates on variety of matters to all partners on a bi-monthly
- f. Support state efforts to increase Annual and Semi-Annual Meeting attendance
- g. Support board and committee efforts to secure funding through partnerships, grants and/or donations.
- h. If a grant is received that expands this Scope of Work, and increased services are required that Pilch & Barnet can supply, a fee expansion will be considered, and every effort will be made to keep those services with Pilch & Barnet, even if it extends beyond the

Agreement's time frame.

Deliverables:

- 1.) Fundraising or Endowment Committee Progress Reports for full Board
- 2.) Revenue sufficient to carry out present and future organization goals and programs.

SECTION #4: ACCOUNT REPORTING

- 10% of time spent contractual obligation -- Score Section 4 Between 0-10 Total 8.64

Score distribution shows 6 people scoring 10 (6/10); 3/9; 1/8; 2/7; 2/6; (Chart Below)

WORKSCOPE – ADDENDUM TO THE CONTRACT

- a. Monthly bills to include rough hourly accounting by service
- b. Annual review by client/NO in writing will be lodged with the executive committee of the board
- c. Annual and Semi-annual report to Board by agency on areas addressed, issues arising, solutions for problems, progress to date on goals

Deliverables:

- 1.) State dues payment update as part of each board meeting and recommendations for Action
- 2.) Annual review report at Board meeting at annual meeting

ANNUAL PERFORMANCE REVIEW SCORE 1+2+3+4= Maximum Total Score 100 **84.64**

Score distribution shows 2 people scoring 100 (2/100); 1/99; 1/98; 1/96; 1/94; 1/93; 1/90; 1/89; 1/78; 1/71; 1/69; 1/67; 1/41 (Chart below)

Respondents	Score	Section #1 Respondents	Score	Section #2 Respondents	Score	Section #3 Respondents	Score	Section #4 Respondents	Score
2	100	3	40	5	40	7	10	6	10
1	99	1	39	1	38	3	9	3	9
1	98	4	38	4	35	1	8	1	8
1	96	1	35	1	30	1	7	2	7
1	94	2	30	1	28	1	6	2	6
1	93	1	25	1	24	1	5		
1	90	1	20	1	15				
1	89	1	15						
1	78								
1	71								
1	69								
1	67								
1	41								
Respondents 14	1185		466		475		123		121
No Response 5	84.64		33.29		33.93		8.79		8.64

OPTIONAL QUESTIONS:

1) Name one of the work scope items, or subset, BEST achieved by Pilch and Barnett?

- (1) Conversion of annual meeting to virtual national meeting
 - (2) By history from 2015, the compliments have been on-site meeting management. However, I believe the best achievement is the 2 promotions per year, currently Flavors & Drive the GRR, Sept. These have carried on in the midst of a pandemic.
 - (3) Marketing workscope
 - (4) Social media and marketing initiatives are outstanding!
 - (5) Report, Conference Coordination, Various marketing efforts.
 - (6) Website Updates, Coordination and Support through AAR Application and Submittal Process
 - (7) [#6 & #7 Exact Repeat] Website Upkeep, Conference Setup and Activities, Managing the Organization as a whole
 - (8) P&B do an excellent job working on the Marketing of the GRR and they are fast to update the MRPC website
 - (9) Annual Virtual Meeting
 - (10) Support is tremendous. P&B is always available to provide support and to make sure we have is needed and is very timely and supportive to meeting objectives
 - (11) Budget Management
 - (12) no review
 - (13) no review
 - (14) Achieved the 2 annual promotions
 - (15) No Comments
 - (16) no review
 - (17) no reievw
 - (18) Marketing/Promotion, Minutes of Marketing Comm Meetings need to be posted to website no later than 7 working days after each meeting
 - (19) no reievw
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2) Name one of the work scope items, or subset, LEAST achieved by Pilch and Barnett?

- (1) Administrative tasks are slow, and meeting documents and advance notice slow
 - (2) Member site management is a deficit tool. In my experience, repeated efforts to request personnel update, searchable topics, most current bylaw listing requested with limited provision. LEAST achieved by P-B is an inclusive work environment between MS River Country & MRPC. As Pilot, you will see "separate, but equal" did not work in the segregated South and does not work in tourism.
 - (3) P&B should not be scored or responsible developing a strategy for securing funds from each state commission.
 - (4) - None
 - (5) Financial (Should not be responsible for)
 - (6) My contact with P&B regarding billing and accounting is very little - so cannot speak to that as well - I don't know how much cost my requests are spending down the contract/budget with P&B.
 - (7) My contact with P&B regarding billing and accounting is very little - so cannot speak to that as well - I don't know how much cost my requests are spending down the contract/budget with P&B.
 - (8)I'd like to see the meeting agendas and other information for meetings, Zoom numbers, etc. more in advance of the meeting.
 - (9)Not sure
 - (10) N/A
 - (11) Committee Coordination
 - (12) no review
 - (13) no review
 - (14) The webiste has out of date or incorrect information (as of 10/30/2020 still shows Terri as Pilot, etc.). Hard to find information.
 - (15) No Comment
 - (16) no review
 - (17) no review
 - (18) Organization & Management - there is a lack of timeliness and attedtion to details website needs updating and organization
 - (19) no review
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3) During 2020, given the unusual economic climate, business closures and travel restrictions relating to the global coronavirus COVID19 pandemic, what do you see should be the number one future priority of MRPC?

- (1) Building partnerships and increasing non in-person communication
- (2) Marketing All American Road and getting the most publicity from the USPS stamp selection of a Great River Road image.
- (3) Engaging virtual technology for opportunities to build relationships between the committees and marketing on virtual platforms the amenities of the GRR
- (4) Connectivity to travelers in a safe manner promoting the road to visitors
- (5) Promoting the other activities of the GRR that can be done in small groups.
- (6) Like a for-profit organization - sustainability, rebranding, reprioritization, repurposing
- (7) Rebranding of the GRR and organization.
- (8) Working on completing a canned advertising program, especially for when Canada opens since Canada can be considered a domestic market.
- (9) We probably will continue virtual meeting for the foreseeable future. They had to make sure that all are working well. I am sure they all do it.
- (10) Continuing to find creative ways to engage folks remotely
- (11) Taking advantage of all we've learned about using the digital sphere to coordinate with each other, our ICs and the public
- (12) none
- (13) no review
- (14) Increase travel on the GRR.
- (15) No Comment
- (16) no review
- (17) no review
- (18) Update the website. Promote outdoor recreation, events, and activities that are covid-careful. AAR promotion
- (19) no review

4) Given the unusual circumstances of 2020, Pilch and Barnett provided a quick reaction implementing a virtual platform for the annual conference and committee meetings. The virtual platform will forever change our way of doing business. Pilch and Barnett devoted significant time with attendees orienting the Zoom platform to the board and committee members from July to September. Please consider this additional work requirement as part of your grading/scoring as referenced in Section 1 Organization Management. Please provide additional comments relating to the virtual annual conference.

- (1) P&B work to brand and coordinate speakers - in a time of great difficulty - was admirable and made all the difference to the end product of a national virtual meeting. Couldn't have done it w/out them
- (2) March 2020 was the initial request to pivot for ZOOM format and a Spring 2020 session to be directed by Lyn regarding platform use in tourism. It did not happen. At best, we had work meetings via ZOOM in April 2020. P-B may overpromise and not provide unless reminded. In contrast, Sept. 2020 was optimum with the production skills of Clarity. BOD might look to a future where P-B provided production. Additionally, I suggest: (1) continued presentation by MS River Coalition Congress member preferably from host state; (2) inclusion of IC personnel; and (3) invitations to similar interest groups, ie state tourism employees, state and national park personnel, RiverOne members, USFW, etc. Appreciated "virtual platform will forever change our way of doing business" I hope we continue gain in colleague stature and name recognition with future virtual conferences.
- (3) Excellent work on the conference and implementing Zoom in preparations for the annual committee meetings
- (4) Excellent meeting. I will say I was leary of an all day Zoom conference. It worked well!
- (5) Thought it was really well done and could be used to supplement in the future
- (6) It was fantastic - well run, smooth, preparation was pointed, brief, relevant, beneficial
- (7) I think the virtual conference was great. That was the first one I attended since COVID, and it definitely gave me great ideas for other meetings. Very well run and prepared!
- (8) I think virtual meetings are fine. I think P&B are well set up and understand ZOOM that they can handle the scheduling and handling of ZOOM meetings. I don't think we need to use our limited dues funds and budget to pay an outside company for ZOOM meetings.
- (9) a well organized meeting
- (10) I was very impressed with the work and preparation for the virtual meeting. I believe it was very successful and reached audiences we would not have reached otherwise.
- (11) I think it showed both the power and limitations of virtual meetings. We reached a lot more people and brought in speakers we would not have had, but we lost the invaluable personal interactions.
- (12) no review

- (13) no review
- (14) I was already using Zoom for meetings so not a large benefit to me. The virtual annual conference was a very good event.
- (15) No Comments
- (16) no review
- (17) no review
- (18) The leader for this was Anne Lewis and Terri McCullough supported by Clarity, a company researched by Anne Lewis. P&B was new to this and learning.
- (19) no review

5) Provide additional comments from Score in Section 1, Section 2, Section 3, or Section 4.

- (1) no response
- (2) When I valued each task specified in sections 1 & 2 numerically, I was surprised by the 30 out of 40 & 24 out of 40 scores.
- (3) Excellent work given the many members and their specific wants and needs. The Board should focus on commission members to be more active and engaging in providing the specific website updates and not hammer P&B for our individual state responsibilities.
- (4) None
- (5) Really think Pilch and Barnet do a great job for MRPC
- (6) There are many things in their duties that are not applicable or my contact is not existent. I found that hard to score. My overall interactions with P&B have been fantastic, professional and very helpful.
- (7) I am fairly new to the organization in this role; therefore, I am not as familiar with several of the items. I have always felt like P&B has done a great job.
- (8) I think we need to be considerate of the time P&B spend on the MRPC account. We are not their sole client and we should be respectful of the amount of time in emails, phone calls and such that we make. Other companies would charge well over \$100,000, plus, plus (not including expenses) to handle as much as P&B does for MRPC. I think P&B spends the extra time on MRPC because they like the organization, are committed and are loyal. I think we should also be respectful of the time we demand. We definitely get more than our money's worth and we should not be burdensome. Many good things come from this partnership and we, as a commission, should maintain the great working relationship.
- (9) nothing more
- (10) Great work!!!
- (11) My reason for the low rating Section1 is that we don't get things until the last minute, whether it is a meeting invites or notes from meetings. I have had to push on this more than I should have to. In general, I feel this way about a number of things. Maybe I just dont know them well enough.
- (12) no review
- (13) no review
- (14) I believe P&B need to have a good "finger on the pulse" of the GRR and the business and organizations on it. Preception was all businesses/entities on the River closed, not true, many open for business!
- (15) No Comment
- (16) no review
- (17) no review
- (18) P&B has made progress under the term of Terri McCullough. I hope this continues. The Annual and Semi Annual meeting planning work is mostly on the shoulders of the respective Host State. This kind of Annual evaluation is ideally done on a fillable form.
- (19) no review

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