



MEMORANDUM

TO: DLANC Board
FROM: Budget & Finance Committee
PREPARED BY: Treasurer Payas Parab
DATE: May 11, 2026
RE: Content Contractor Trial Program — Recommendation for Tuesday's Special Board Meeting

AT A GLANCE

Budget	Up to \$1,500
Source	Outreach Expenditures → Advertising line (\$2,000 remaining in line)
Deadline	Funds must be committed by May 31, 2026
Admin packet amendment	Not required
Committee vote	Approved 4-0 on May 10, 2026

1. WHY WE ARE DOING THIS

Volunteer board members cannot keep up with the volume of content the council needs — Instagram graphics, Community Impact Statement visuals, committee announcements, and short-form video. The Business & Innovation Committee originally proposed a single higher-budget video series (~\$2,000). After review with the Outreach Committee, consensus was that the same dollars go further across freelance marketplace contractors producing a higher volume of assets, while identifying reliable contractors we can retain next fiscal year.

2. APPROACH: TRIAL-AND-RETAIN

- Engage **2-3 contractors at once** from Fiverr, Upwork, and Thumbtack (or a local content producer if one surfaces).
- Each receives a **small scoped test deliverable** in the \$100-\$150 range.
- Evaluate on quality, turnaround, and fit with DLANC voice.
- **Retain the best performer(s)** with the remaining budget for ongoing work.
- Document vendor performance so next fiscal year begins with a vetted bench.

3. DELIVERABLES

Instagram graphics (announcements, recaps, recruitment) · CIS visual summaries · committee announcement templates · board-shareable cross-promotion assets · 2-3 short-form reels.

4. BUDGET BREAKDOWN

Phase	Estimated Spend
Trial — 3 contractors	\$300-\$450 (\$100-\$150 each)
Retention — top performer(s)	\$1,050-\$1,200
Total cap	\$1,500

5. TIMELINE — FUNDS MUST BE COMMITTED BY MAY 31

Date	Milestone
May 12-14	Post briefs on Fiverr, Upwork, Thumbtack
May 15-20	Trial deliverables in; Outreach Committee evaluates
May 21-28	Commission ongoing work to top performer(s)
May 29-31	Final invoicing submitted through Treasurer / City Clerk

6. OWNERSHIP

Role	Owner
Primary owner	Outreach Committee — Damian (chair)
Champion	Jens Midthun (Executive Committee)
Coordination	Payas Parab (Business & Innovation)
Invoicing & City Clerk compliance	Treasurer Payas Parab

7. RISKS & MITIGATIONS

- **City Clerk payment lag** — prioritize Fiverr / Upwork where standard invoicing is fastest, given the May 31 deadline.
- **Quality uneven across trial vendors** — trial phase is intentionally low-dollar so weak vendors can be dropped without sunk cost; any unspent funds return to the Advertising line.

Supporting Committee Action: Moved by Payas Parab, seconded by Lori Aliksonian. Approved by the Budget & Finance Committee **4-0** on May 10, 2026.

Roll call: Parab — yes · Aliksonian — yes · Midthun — yes · Manousos — yes.