

Greg Loh

From: Stephen Bell
Sent: Thursday, May 16, 2013 2:34 PM
To: Dawn E. Sanders-Garrett (dsanders@bmha.ci.buffalo.ny.us)
Cc: David Rodriguez (drodriguez@bmhahousing.com); mseaman@ch.ci.buffalo.ny.us; Greg Loh
Subject: RFP Letter
Attachments: bmha rfp letter.docx

Dawn and David,
Please find the attached letter detailing our rationale for how we go forward.
We are hand-delivering printed copies of this letter to Mike and Dawn.
I've enjoyed our time and work together.
Many thanks and keep up the good fight.
Best,
Steve

STEVE BELL | PARTNER, DIRECTOR OF PUBLIC AFFAIRS
CRISIS AND REPUTATION MANAGEMENT

EMA | ERIC MOWER + ASSOCIATES

Key Center at Fountain Plaza

50 Fountain Plaza, Suite 1000, Buffalo, NY 14202

P 716.880.1449 C 716.548.9199

sbell@mower.com mower.com Twitter #steveoncrisis [@Steve on Crisis Blog](#)

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17 May 2013

Michael Seaman
Chairman
Buffalo Municipal Housing Authority
300 Perry St.
Buffalo, NY 14204

Dear Mike,

It has been 22 months since the BMHA engaged Eric Mower + Associates to assist the BMHA with crisis communications issues related to asbestos at Marine Drive and Kensington Heights. That work, which as you know continues today, resulted in additional assignments over the intervening months and recently led to criticism of the authority's use of PR counsel.

We know how important your messages have been and how our professional services aided your public information needs and challenges.

As the BMHA goes forward with an RFP, I want to let you know that EMA has decided not to respond. The authority retained other PR firms in the past, and we do not want to attempt to monopolize your use of outside counsel.

We would suggest, however, that if the board and staff would like us to help train a staff person and facilitate the transition of work to an individual at the BMHA who can handle routine public relations duties, we'd be pleased to provide our time at no charge up until July 1. We expect there will be matters that necessitate outside public affairs and crisis counsel from the agency you select as a result of the RFP process, but we would be happy to help you learn how to handle other matters with internal personnel.

Latrese and I have valued our relationship with you, Dawn, Modesto, David and the entire BMHA. We know the good work you do under trying circumstances. Best of luck going forward.

Warm regards,

Stephen W. Bell
Partner/Director of Public Affairs
and Reputation Management

Cc: Dawn E. Sanders-Garrett