

Sonja Birr

From: Sandy Ronski
Sent: Tuesday, November 10, 2020 8:59 AM
To: Dan Koski
Cc: Karen Dorow; Sue Reilly; Billy Hutterer; Jeff Shimek; Sonja Birr
Subject: FW: Flower Delivery from Burial Search.com

This morning I received a call from Brandon Finley with Ramaker & Associates, who created Evergreen Cemetery's online burial search program. He told me that Evergreen Cemetery's site has around 300 visitors per month, and we are in their top 10 most used burial search sites!

They have selected a few cemeteries to try out a new flower delivery program through Teleflora (see below). If we wanted to participate in this, would we need approval from the P.I. Committee or Council? I don't think it will be a big money maker, but rather a perk of choosing Evergreen Cemetery. There would be minimal labor involved (advertising the program through the City's website and Facebook page and processing any payment). Let me know if it is okay to proceed with this or what the next step is. Note that they would like to begin this at the beginning of December.

Sandy Ronski
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From: Brandon Finley [<mailto:brandon@ramaker.com>]
Sent: Tuesday, November 10, 2020 8:36 AM
To: Sandy Ronski
Subject: Flower Delivery from Burial Search.com

Sandy,

As I mentioned on the phone, we are considering adding a button to your burialssearch.com site that would allow visitors to order flowers. When a user clicks a button, it would open something like this: <https://perkspot.teleflora.com/> Teleflora will use local flower companies to deliver the flowers and Ramaker would receive a 20% commission on every order. We would split that commission with you as either a check at the end of the year, or as a credit on your annual maintenance. We would like to move forward with this at the beginning of December. If this is something you are interested in, please let me know.



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