



Charles Dyson <cdyson@irvingtonva.gov>

Town of Irvington Social Media

3 messages

Whitney Law <whitney@startsmallthinkbig.marketing>
To: Charles Dyson <cdyson@irvingtonva.gov>
Cc: Meghan Hall <meghan@startsmallthinkbig.marketing>

Wed, Apr 23, 2025 at 2:11 PM

Hello Charles,

I wanted to fill you in on a conversation I had yesterday with Samantha Van Saun.

I want to take a moment to thank you and the Town of Irvington for the opportunity to work with you and support your marketing efforts. It has been a pleasure being part of your journey, and I truly appreciate your trust in me.

Over the past several months, I've experienced some significant personal and professional shifts that have led me to reassess the direction of my business. As a result, I've made the decision to retire the services that have been provided to you all.

As I make this transition, I wanted to introduce you formally to Meghan Hall, who has been managing your social media behind the scenes over the past year. She is now launching her own social media management company, and I truly believe she is the best fit to continue supporting you. Since Meghan and I will still be collaborating on various projects, working with her allows for a seamless transition with continuity in your marketing approach.

Please let me know if you'd like to set up a time to discuss this transition—I'd love to ensure it's as easy as possible for you.

--

Best,

Whitney Lane



Whitney Law

Owner, THINKBIG! Marketing

📞 804.832.2179

Charles Dyson <cdyson@irvingtonva.gov> Wed, Apr 23, 2025 at 2:49 PM
To: Whitney Law <whitney@startsmallthinkbig.marketing>
Cc: Meghan Hall <meghan@startsmallthinkbig.marketing>, Samantha Van Saun <svansaun@irvingtonva.gov>, Julie Harris <jharris@irvingtonva.gov>, Justin Nelson <jnelson@irvingtonva.gov>

Hi Whitney,

Thank you for reaching out and updating us on the changes to your business.

Meghan - so nice to meet you virtually!

I'm definitely interested in hearing more from you. As this would constitute a change in our contract for this work, we will actually need a proposal directly from you (Meghan) for the Town Council to review, discuss and vote on.

It does not have to be fancy, but should cover the services you will offer and the cost. Is that something you could send us in the next week? Our next Town Council meeting packet will be distributed a week from Friday. Would love to include something from you in it.

Thanks all!
Charles

On Apr 23, 2025, at 2:12 PM, Whitney Law <whitney@startsmallthinkbig.marketing> wrote:

[Quoted text hidden]

Meghan Hall <meghan@startsmallthinkbig.marketing>

Wed, Apr 23, 2025 at 7:48 PM

To: Charles Dyson <cdyson@irvingtonva.gov>

Cc: Whitney Law <whitney@startsmallthinkbig.marketing>, Samantha Van Saun <svansaun@irvingtonva.gov>, Julie Harris <jharris@irvingtonva.gov>, Justin Nelson <jnelson@irvingtonva.gov>

Hi Charles,

Nice to meet you virtually as well. I will be in touch soon.

Thanks so much!

Best,
Meghan

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