

TO: Mayor and City Council
FROM: Daniel Eick, Assistant City Administrator
RE: Communication Updates
DATE: December 26, 2023



Summary

Throughout the past several weeks, staff has been reviewing the City's ongoing communication processes to identify and correct shortcomings. This review, originally prompted by feedback from the community, has generated several recommendations from staff to Council. In summary these recommendations include:

- A redesign of the bi-monthly Breezy Brief so the document can serve as a monthly e-newsletter.
- The creation of a quarterly newsletter named the Breezy Brief Bulletin. Additionally, staff recommend this document be mailed directly to residents.
- The creation of a transparency webpage on the City website designed to house critical information and improve web accessibility.

Further details on implementation specifics and associated project costs are outlined below.

Recommendations

1. Redesign of the bi-monthly Breezy Brief to serve as a Monthly E-Newsletter.

As members of the Council know, staff currently prepare a bi-monthly activities report known as the Breezy Brief. This report serves primarily as a record of ongoing activities and projects to aid in communication with Council. Staff recommend redesigning this document to match the E-Newsletter format provided below.

This update should have little to no associated costs apart from staff time. The document would be published digitally on the first Monday of each month and cover the events of the previous month. Publication will include posting the document to the City's website, Facebook, Nextdoor, and sending directly to all current email and text notification subscribers.

2. Creation of a quarterly mailed newsletter named the Breezy Brief Bulletin.

Based on feedback from the community, staff recommend the City reconsider the creation of a quarterly mailed newsletter. The City Council originally considered the creation of a quarterly newsletter during their Monday, June 5, 2023, Regular

Council Meeting. As a result of that discussion, staff were directed to revise the design as time allowed and bring back for consideration. The revised document is preliminarily named the Breezy Brief Bulletin.

Additionally, staff recommend partnering with Lakes Printing for document distribution as producing the document in house would prove cumbersome. Estimated costs associated with the creation, printing, and mailing of this document are outlined below:

Type	EDDM	Direct Mailer
<i>Printing Costs</i>	\$921.40	\$1,034.50
<i>Postage Costs</i>	\$410	\$675
<i>Total Costs</i>	\$1,331.40	\$1,709.50
<i>Yearly Costs</i>	\$5,325.60	\$6,838
<i>Potential Reach</i>	1,862 mailboxes. May miss seasonal residents and property owners/taxpayers.	2,248 taxpayer addresses. May miss current residents/renters and some may be incorrect.

3. Creation of a transparency webpage/information hub on the City’s website.

While feedback from the community regarding the website has been positive, staff believe the creation of a transparency page/information hub will serve a dual purpose. One, the page will host copies of the previously mentioned e-newsletter and quarterly newsletter to serve as a public record for those documents. Two, the page can function as a point of direction for residents seeking information on ongoing projects, events, or critical documents. This update should have little to no associated costs apart from staff time.

Council Action

Staff recommend the City Council approve all three recommendations outlined above and direct staff to implement all associated changes and developments.



Breezy Brief

E-Newsletter

December 2023

City Administrator's Office

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Planning and Zoning Department

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Public Works Department

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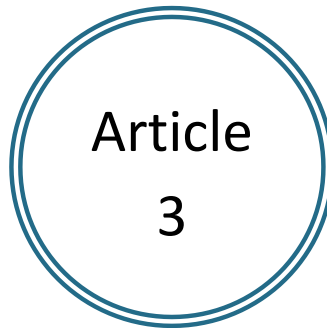
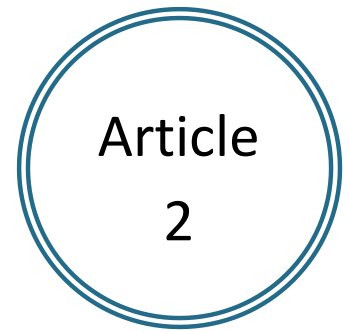
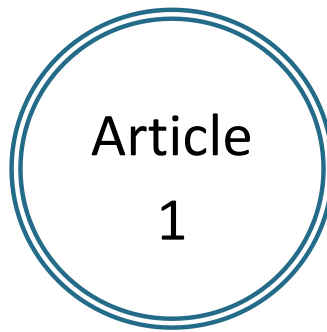
Breezy Point Police Department

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Breezy Brief Bulletin

VOL. 1 – NO. 1
WINTER 2023



8319 County Road 11
Breezy Point, MN 56472

PRSR STD
ECRWSS
U.S.POSTAGE
PAID
EDDM RETAIL

Bulletin Information

This Bulletin is produced quarterly by the City of Breezy Point and mailed directly to residents and community members. Additional copies of the bulletin can be found online at the City’s website or picked up directly at Breezy Point City Hall. If you have questions or concerns, please contact us at 218-562-4441.

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Daniel Eick

From: Kevin Thesing <kthesing@lakesprinting.com>
Sent: Thursday, December 21, 2023 1:22 PM
To: Daniel Eick
Subject: City of Breezy Point newsletter
Attachments: Breezy Point Carrier Routes.docx; 2248-MAILING.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Daniel

We have some information and budgets for you for the city newsletter.

OPTION #1..... Carrier Route mailing

We would print this as an 8 1/2 x 11, two sided full color newsletter. We would fold it in half to 8 1/2 x 5 1/2 and tab it for mailing.

We have identified all of the carrier routes that we think touch within the City of Breezy Point. I have attached a map and route counts for you. This is the type of mailing that the USPS refers to as an EDDM mailing. We refer to it as a carrier route sort. With EDDM the piece has to be a "flat" and the postage is calculated as a flat. With Carrier route we can size the piece as a letter and price the postage based as letter size.

The routes total 1862. This will cost \$921.40 plus postage. Estimated postage would be \$410

OPTION #2.....Addressed using the CWC tax list

We would print this as an 8 1/2 x 11, two sided full color newsletter. We would fold it in half to 8 1/2 x 5 1/2 and tab it for mailing.

We have prepared a mailing list using the CWC tax list and removing any duplicate names. I have attached that list.

Each piece would be addressed to a specific person at a specific address.

This totals up to 2248 addresses. This will cost \$1034.50 plus postage. Estimated postage would be \$675

I am sure this will create some questions.

Please let me know how we can be of help.

Kevin Thesig
Lakes Printing
218-824-8152 direct