



Agenda Memo

Crest Hill, IL

Meeting Date:	January 26, 2026
Submitter:	Blaine Wing, City Administrator
Department:	Administration
Agenda Item:	Discuss City Newsletter Options

Summary: I want to check-in with Council regarding the purpose and offer a few cost saving options regarding the City's newsletter. The focus of the next newsletter will be providing info on the Civil Service, so voters are educated about the topic. As such, getting the newsletter created, printed and mailed as quickly as possible is important. Ideally the City would have a communication person who knows the community and has regular articles to update and rotate through, but in the meantime, we do have our new consultants to assist, but they are still learning the City and can only be so helpful at this point. Below are a few cost saving ideas:

1. Reduce the number of newsletters created. For example, instead of issuing a spring newsletter, combine it and make a spring/summer newsletter.
2. Reduce the number of pages of the newsletter. This will reduce the weight, printing cost, and postage.
3. Sell advertisements in the newsletter to offset the cost. This will add to the time to create newsletters, as spaces need to be sold, ads created, etc. Also, it does detract from the informational messages and might not represent the image the City wants.
4. Only print certain newsletters and go digital only with others. With the City's demographics, I do recommend printed newsletters that are also pushed out and promoted digitally.
5. Print, fold, and stuff the newsletters with the water bills. Staff can get the actual costs, but typically the folding and stuffing costs are similar to directly mailing without needing to fold and stuff in the water bill envelope.

Recommended Council Action: Further discussion with recommendations to be brought to City Council in February 2026.

Financial Impact:

Funding Source: General Fund

Budgeted Amount: None

Cost: Unknown