



Meeting Date:	May 11, 2026
Submitter:	Blaine Wing, City Administrator Ashley Monroe, Assistant City Administrator/HR
Department:	Administration
Agenda Item:	City Communications Review and Plan

Summary: The City of Crest Hill entered into an agreement with communications consultant Method Engine, LLC, on December 15, 2025 (Res. 1368). Method Engine has coordinated with City staff to support a range of communications and branding initiatives. These efforts have included assisting with the transition and updates to the City’s new CivicPlus website management platform under the City’s existing CivicPlus contract, developing a comprehensive brand standards guide aligned with the City’s established colors and logo standards, and creating a plan for targeted strategic communications for print, digital, and social media platforms.

During their presentation at the May 11th Work Session, Method Engine will share an overview of the City’s website relaunch, highlight a proposed draft of a brand standards guide, and discuss proposed focused social media strategies. Additional opportunities for future City communications support could include graphic design for digital and print materials, as well as ongoing social media management, content development and reporting.

City Council will be provided an opportunity to share feedback by May 22, 2025, so proposed changes may be incorporated into a final plan.

Recommended Council Action: Discuss proposed strategies and place adoption of the drafted Brand Standards Guide, on the June 1, 2026, regular City Council Meeting agenda.

Attachments:

- Communications Review & Plan Presentation (May 11, 2026)
- Draft Brand Standards Guide (May 8, 2026)