



TOWN COMMISSION MEETING

February 13, 2024 at 6:30 PM

AGENDA ITEM TITLE:	DISCUSSION, GET OUT AND VOTE CAMPAIGN
SUBJECT:	Staff is creating a “Get out and Vote Campaign” for April 2024 Election
STAFF ANALYSIS:	<p>Staff has been working with Boss Motives Marketing Group to get a campaign started to encourage residents to get out and vote. The Campaign will include residents creating a slogan for the change from Town of Dundee to City of Dundee. Examples: “The City of Dundee, the City of Beauty” – “The Big City of Dundee, with a Small Town feel” Dundee has 3,268 registered voters, last election we had a 3.68% turn out. Only 116 registered voters turned out to the polls. We want more participation when it comes to the major decision of making the Town a City. This will encourage people to get involved. This campaign will be advertised by our social media, website and yard signs with a QR Code to help manage the promotion. Staff will bring back the finalist of the slogan campaign at our April 1st 2024 meeting for the commission to make the final selection and we can provide the winner with a gift token at our 2nd Commission meeting in April 2024, if the change is made via election.</p>
FISCAL IMPACT:	2-sided signs \$480.00 Campaign set up \$150.00
STAFF RECOMMENDATION:	Staff recommends approval
ATTACHMENTS:	Examples of voter yard signs