

	CITY OF JONESBORO, GEORGIA COUNCIL Agenda Item Summary	COUNCIL MEETING DATE: 06/02/25 Work Session
Requesting Agency (Initiator) Council		Sponsor(s) Councilmember Alfred Dixon
Item Title:	Council to discuss the Newsletter Submission Protocol.	
Requested Action (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)		
Requirement for Board Action (Cite specific Council policy, statute or code requirement.)		
Is this Item Goal Related? Yes		
<p>Summary and Background (First sentence includes Agency recommendation. Provide an executive summary of the Action that gives an overview of the relevant details for the item.)</p> <p>I appreciate our staff's commitment to ensuring our residents get a quality Jonesboro Newsletter. As we discussed, past years we've leaned on dedicated volunteers with the support of staff to ensure meaningful content, curation, folding, and labeling of the newsletters. It's also extremely cost effective.</p> <p>Through research regarding postage and delivery. The option I'm most interested in is the Every Door Direct Mail through USPS: The 3 suggested routes include: 30236- C003 (1116 mail pieces) priced at \$248.87, 30236-C009 (856 mail pieces) priced at \$190.89 and 30236-C028 (1155 mail pieces) \$257.56. Totaling at 3127 pieces of mail (2602 being residential, 525 businesses) with a cost of \$697.32.</p> <p>Our goal is to get our newsletter distributed for the month of June. Which means we would need to have newsletter submissions by May 22, formatted by and printed by the close of business May 26, folded, labeled, and delivered to the Jonesboro Post Office-255 N Main St. by May 28. Moving forward, the 4th Tuesday of each month could serve as the dedicated deadline for newsletter submissions.</p> <p>Newsletters will feature:</p> <ul style="list-style-type: none"> ● Monthly Work session and Meeting Highlights, Upcoming Meeting Dates ● Staff / Youth Spotlight ● Monthly Community Events Highlights ● New Businesses Spotlight ● Business / Yard of the Month Nominations ● Upcoming Community Events (Monthly Events) ● Storytime with Legacy Resident 		
Fiscal Impact (Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)		
Exhibits Attached (Provide copies of originals, number exhibits consecutively.) <ul style="list-style-type: none"> ● Newsletter Submission Form 		
Staff Recommendation (Type name, Title, Agency and Phone number.)		

FOLLOW-UP APPROVAL ACTION (City Clerk)		
Typed Name and Title	Date	
Signature	City Clerk's Office	