



## Newsletter

Jonesboro City Council

Alfred Dixon

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.

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

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.

Newsletters will feature:

- 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