



COUNCIL ACTION SUMMARY SHEET

MEETING DATE: March 24, 2025

TOPIC Community Newsletter

BACKGROUND BRIEF:

Council members Cyrowski and Lamb have requested that the community newsletter be placed on the Council's meeting agenda for discussion. As Council is aware, the Village currently issues an electronic newsletter quarterly in Spring, Summer, Fall, and Winter. The newsletter can be found under the GOVERNMENT tab on the web site. The newsletter is uploaded to the Village's web site, and there are no printing or postage costs associated with this electronic newsletter. Labor costs are limited to the actual preparation and posting of the electronic document. Council Member Cyrowski has proposed creating a hard copy newsletter that can be mailed to all residents due to concerns that some senior citizens do not have access to the Village's web site. Council Member Cyrowski's recommended vendor price quote is for 1,200 addresses and appears to only include mailing and mail preparation services but not printing.

Administration has been reviewing the most cost-effective ways to produce a hard copy newsletter that can be mailed to every household and has determined that printing and mailing the newsletter with each utility bill results in the lowest cost. Approximately 1,500 newsletters would be printed and mailed each quarter.

SUMMARY OF PREVIOUS COUNCIL ACTION:

None

FINANCIAL IMPACT:

A hard copy, mailed newsletter would incur the following additional in-house annual costs for the Village: (1) printing of color copies ($\$0.085 \times 4 \times 1,500 \times 4$) - \$2,040; alternatively, the cost of printing black and white copies ($\$0.008 \times 4 \times 1,500 \times 4$) - \$192; (2) paper - \$60; and (3) labor cost for folding and stuffing envelopes (10 hours per year) - \$283. Total cost would range from \$535 to \$2,383 for a 4-page newsletter. To utilize the vendor proposed by Council Member Cyrowski only provides the mailing services and preparation for mailing. The services do not appear to include printing. The Village would need to deliver the copies to Mail-Tek. The cost for these mailing services would be approximately \$1,540 versus the Village's \$283 for mail preparation and mailing. If utilizing Mail-Tek, the total cost would range from approximately \$1,792 to \$3,640.

RECOMMENDED MOTION:

To be determined