



## Executive Summary

City Council – Rebranding Committee

<b>AGENDA ITEM:</b> <b>Communications - Quarterly Newsletter &amp; Leaflet</b>
<b>PREPARED BY:</b> Kevin Larson – Assistant City Administrator
<b>RECOMMENDED ACTION:</b> <b>Discussion &amp; Decision</b>

### Summary:

#### Overall Goal of Public Communications

- Timely information to inform the community
- Consistent and accurate message

#### Quarterly Newsletter

- Topics for newsletter – review and edit
  - Community News
    - Kwik Trip Ground Breaking (pg. 1)
    - Letter from the Mayor (pg. 2)
    - Orono Rotary Club – Veterans Day Ceremony (pg. 2)
    - Trunk or Treat (pg. 3)
    - Save the date – View Santa (pg. 3)
    - Party in the Park sponsor thank you (pg. 3)
  - Public Safety
    - Battle of the Badges (pg. 4)
    - Welcome WHPS – Officer Dan (pg. 4)
    - Welcome WHPS – Officer Avery (pg. 4)
    - MPFD Open House (pg. 5)
    - Welcome MPFD – Anthony Post (pg. 5)
    - Welcome MPFD – Joshua Liska (pg. 5)
  - Public Works

- The State Water Testing Fee will increase slightly in 2026, from \$2.45 to \$3.81 per quarter. This will be noted in the next city newsletter. (pg. 6)
    - Organic Recycling (pg. 6)
    - Yard Waste and Christmas tree pickup (pg. 6)
    - Fall Street Sweeping (pg. 7)
    - Hydrant Flushing (pg. 7)
    - Slow plowing Reminder (pg. 7)
  - Administration
    - 2026 Budget (pg. 8)
    - Good Neighbor Award (pg. 8)
    - Open (pg. 8)
    - Sustainable Natural Landscapes (pg. 9)
    - Roadside Dumping & “Free” Items (pg. 9)
    - Dogs leash laws (pg. 9)
- Printing - Nystrom Publishing Company, Inc. (same as Independence)
  - Scope of work
    - 12 pages
    - 17x11 folded to 8.5x11 final size
    - 70# uncoated text paper
    - Full color throughout
    - Mail to 670 addresses
    - 30 extras to Jacob
    - 700 total print
  - Printing & Mailing - \$1,115.38
  - Postage Estimate - \$319.60
  - Total Estimate - \$1,434.98
- Layout/Design – KB Web & Print
  - Scope of work
    - Format in InDesign: Template and copy provided by MAPLE PLAIN. MAPLE PLAIN will also include any images that they would like to use.
    - 8 – 12 pages. 4 color throughout.
    - KB will provide any additional design work as requested. Display ads for events (including .png for social media use.)
    - 3 rounds of edits. More, if needed for 1st issue.
    - Timeline TBD. Approx 2 weeks from copy submission to first draft. Drafts provided in PDF format unless requested. Edits may be provided according to Maple Plain’s preferred method. (PDF markup, word doc etc.)
    - After final approval, KB will run prepress, package and upload files to Nystrom printer. Printer to provide final proof before press.
    - If purchase of stock images is required, after approval of image and cost, MAPLE PLAIN will be billed on a per image basis. All other images provided within quote.
  - Initial (one-time) design estimate \$200-\$300

- Cost quote
  - Cost: \$50 hour
  - 8 pages: approximately \$400 (not to exceed \$600)
  - 12 pages: approximately \$600 (not to exceed \$800)
- Fall newsletter timeline
  - ~~Week of August 18 — compile the topics (hopefully we can meet on 8/21 or week of 8/25 to review the list)~~
  - Week of September 15<sup>th</sup> First draft completed. I would like the committee to review and comment on the draft.
  - Week of September 22<sup>nd</sup> final draft completed
  - Go to print on 9/30 and mail out to residents on 10/1

## Leaflet

- Current Process
  - Gather 4-5 topics written in a headline manor with links to an information page on the City website.
  - Send a copy of the Leaflet to the City Administrator and Mayor for review
  - Make any necessary edits and sent out. Typically, on Fridays every 2-3 weeks.
- Next leaflet - Week of August 11<sup>th</sup>
  - Topics
    - MP Fire Department consolidation
    - Battle of the badges
    - Organic Recycling
    - Sustainable landscapes
    - Dumping of trash
    - Suicide & crisis
    - Upcoming events