



## Executive Summary

City Council – Rebranding Committee

<b>AGENDA ITEM:</b>	<b>Communications - Quarterly Newsletter, Leaflet, Social Media &amp; Electric Sign</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

- Current process
  - Draft a list of topics that are run by the City Administrator and the Mayor.
  - Write a preliminary draft and gather any relevant images
  - Revise the drafts and send to the City Administrator and Mayor for review
  - Make any necessary edits
  - Send out to the public when the utility bill goes out.
- Future process

#### 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.
- Future Process

#### Social Media

- Overall: Limit the number of post in limit the saturation of posts and is event-based information. Either informing the public about an upcoming event or pictures from a community event.

#### Electric Sign

- Mainly City meetings and City supported community events.

Staff is looking for discussion to possibly change the communication process to meet the Councils aspirations.

#### Reference Documents

- Exhibit A – Latest Quarterly Newsletter
- Exhibit B – Latest edition of the Leaflet
- Exhibit C – Facebook page
- Exhibit D – Electronic Sign schedule