



Executive Summary

City Council – Rebranding Committee

AGENDA ITEM:	Communications - Quarterly Newsletter, Leaflet, Social Media & Electric Sign
PREPARED BY:	Kevin Larson – Assistant City Administrator
RECOMMENDED ACTION:	Discussion & Decision

Summary:

Overall Goal of Public Communications

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

Quarterly Newsletter

- Follow-up discussions from previous meeting
 - Joint newsletter with the City of Independence
 - Use of a printing and design company to produce the newsletter
 - Discussion on getting the newsletter in multiple hands
- 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.
- 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 15th First draft completed. I would like the committee to review and comment on the draft.
 - Week of September 22nd 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 11th
 - Topics
 - Night to unite
 - Sustainable landscapes
 - Dumping of trash
 - Battle of the badges
 - Golf Classic
 - Suicide & crisis
 - Upcoming events

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