



Executive Summary

City Council Workshop

AGENDA ITEM: Budget Discussion (Newsletter)

PREPARED BY: Rebranding Committee

RECOMMENDED ACTION: Discussion & Decision

Background

- 2024: City shifted to postcard utility bills; residents could opt in to receive quarterly newsletter by mail.
- Current distribution: 65 by mail, 122 by email (some duplicates).
- Concern: Newsletter may not be reaching the full community.
- Opportunity: Improve efficiency/quality by using a design company (KB Web & Print) and publisher (Nystrom Publishing).
 - Both companies' are used by the City of Independence.

Policy Objectives

- Expand newsletter reach to all residents.
- Improve efficiency and design quality.
- Transition utility bills back to full-page format.

Proposals and Expected Cost

1. Design – KB Web & Print
 - a. Services: Layout/design with up to 3 edits; digital files for printer.
 - b. Costs:
 - i. One-time setup: \$200–\$300
 - ii. \$50/hour design rate
 - iii. 8 pages: ~\$400 (max \$600)
 - iv. 12 pages: ~\$600 (max \$800)

2. Printing & Mailing – Nystrom Publishing
 - a. 700 copies (670 mailed to residents; 30 for City Hall).
 - b. Staff inserts utility bills.
 - c. Costs:
 - i. Printing & prep: \$1,115.38
 - ii. Postage: \$319.60
 - iii. Total: \$1,434.98

Estimated Quarterly Cost: ~\$2,035

Next Steps

Rebranding Committee and staff request Council direction on implementation beginning in 2026.

Financial Note

Costs would be allocated across the General Fund, Water Fund, and Sewer Fund.