



# Memorandum

---

To: Mayor and City Councilmembers

From: Anne Scanlon, Parks and Recreation Director

Date: April 29, 2025

Subject: Approval to Change Vendor for Senior Newsletter and Inclusion of Advertising

Dear Council Members,

I am writing to request approval to change the current vendor for the production and distribution of the Senior Newsletter. After a thorough review of options, staff recommends transitioning to a new vendor who offers enhanced services, including the ability to incorporate advertisements into the publication.

The new vendor provides a high-quality newsletter at little or no cost to the City by generating revenue through carefully selected advertising. All ads would be appropriate for our senior audience and subject to City approval. This change will allow us to maintain and potentially expand the newsletter's reach without increasing the City's expenses.

Key benefits of this change include:

- Continued delivery of the valued Senior Newsletter without additional budget impact
- Potential improvements in design, print quality, and content offerings
- City oversight over advertising to ensure it aligns with community standards

We believe this move supports fiscal responsibility while continuing to provide valuable information and resources to our senior residents. Pending Council approval, staff will work with the new vendor to ensure a smooth transition.

Thank you for your consideration. I am happy to provide additional details or answer any questions at your request.