

Marketing & Communications Leadership Committee

Minutes

March 23, 2021 9:00 A.M.

Meeting via teleconference

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 9:03 a.m. Ms. Carpenter asked Mr. Burkart to chair the meeting.

Members present: Jessica Carpenter, Tyler Burkart, Rebecca Ewald, Peter Hammond, Arthur Ircink, Jacob Bresette, Paru Shah, Katelin Watson, Rose Spano Iannelli

2. Consider minutes from August 18, 2020 MLC meeting.

Mr. Ircink moved to approve the August 18, 2020 MLC meeting minutes. Motion seconded by Mr. Hammond. Motion approved by 9-0 vote.

3. Discuss and Consider Contract Extension for Shorewood Today Magazine

Mr. Burkart informed the committee that the Shorewood Today contract is in its third and final year. Based on the Village's purchasing policy, the committee could elect to extend the contract by two years without going to RFP. Several committee members expressed their satisfaction with the contract thus far. The committee requested Mr. Burkart to reach out to Michelle Boehm to put together a two-year contract extension. The committee would like the advertising-content ratio as well as page limits to be removed from the contract. Mr. Burkart will coordinate a meeting in May to review and consider a contract extension.

4. Discuss and Consider Resolution Amending Marketing and Communication Program

Mr. Burkart presented a draft resolution that would amend the marketing and communication program. The resolution would clarify two committees involved with marketing and communication activities. It would also clarify any appointments to the MAC would go through the MLC and not the governing bodies of the community partners. There was discussion about adding Shorewood Foundation to the list of community partners, which the Foundation will discuss at their next Board meeting. There was also a note to change "evaluate" to "carry out" when it comes to the function of the MAC.

5. Adjournment.

Mr. Ircink moved to adjourn the meeting. Motion seconded by Mr. Hammond. Motion approved by 9-0 vote. Meeting adjourned at 9:25 a.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager