

Marketing & Communications Leadership Committee

Minutes

May 25, 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 9:07 a.m.

Members present: Ann McCullough McKaig, Tyler Burkart, Rebecca Ewald, Peter Hammond, Steph Salvia, Hilary DeBlois (left at 9:58 a.m.), Alan Purintun, Arthur Ircink (arrived at 9:20 a.m.)

Others present: Michelle Boehm, Paula Wheeler

2. Consider minutes from March 23, 2021 MLC meeting.

Mr. Hammond moved to approve the March 23, 2021 MLC meeting minutes. Motion seconded by Ms. DeBlois. Motion approved by 7-0 vote.

3. Discuss and Consider Contract Extension for Shorewood Today Magazine

Mr. Burkart reminded the Committee that the contract with MB Marketing Solutions to do the magazine is expiring after this year. The Leadership Committee asked Ms. Boehm to put together a two-year contract extension for the Committee to consider. Ms. Boehm walked through the contract extension proposal. Increases in advertising and stakeholder contributions will cover the budget gap that utilize reserves to fill the revenue shortage for 2021. There was a point about sustaining the revenue ratio moving forward between advertisers and stakeholder contributions. There was discussion related to the advertising rates and what the magazine's strategy should be for raising rates as the community moves past the pandemic period. Mr. Burkart brought up recent trends related to copy and print costs and the Committee may consider lowering that number. Ms. Boehm mentioned they anticipate larger magazines for 2022 and 2023 due to more content and advertisers. Ms. DeBlois moves to approve the contract extension for MB Marketing Solutions to perform Shorewood Today magazine. Mr. Purintun seconded the motion. Motion approved by an 8-0 vote.

4. Discuss and Consider Resolution and MOU Amending Marketing and Communication Program

Mr. Burkart presented the proposed resolution and MOU. Mr. Purintun recommended to change the who'll contraction and clean up the language to make sure the MAC members are at-large. Ms. McKaig moved to adopt the resolution and MOU as presented with the addition of at-large by the MAC members and staff following up with the Shorewood Foundation as the most recent partner. Mr. Purintun seconded the motion. Motion approved by a 7-0 vote.

5. Adjournment.

Mr. Hammond moved to adjourn the meeting. Motion seconded by Mr. Purintun. Motion approved by 7-0 vote. Meeting adjourned at 10:03 a.m.

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Respectfully submitted by,

Tyler Burkart
Assistant Village Manager