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Marketing and Communication Leadership Committee Meeting

Tuesday, March 23 @ 9:00 a.m.

Meeting via Teleconference

Zoom Call: 312-626-6799

Use Meeting ID: 980 3535 6217

Passcode: 777343

Computer Access:

<https://zoom.us/j/98035356217?pwd=TSStETjBKcUtUekR1Um50NWgzZDFVZz09>

AGENDA

1. Call to Order
2. Consider minutes from August 18, 2020 MLC meeting.
3. Discuss and consider contract extension for Shorewood Today magazine.
4. Discuss and consider resolution amending marketing and communication program.
5. Adjournment

DATED at Shorewood, Wisconsin, this 18th day of March, 2021.

VILLAGE OF SHOREWOOD
Sara Bruckman, Village Clerk

Should you have any questions or comments regarding any items on this agenda, contact the Manager's Office at 847-2701.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

Marketing & Communications Leadership Committee

Minutes

August 18, 2020 8:30 A.M.

Meeting via teleconference

1. Call to order.

The meeting was called to order at 8:34 a.m.

Members present: Jessica Carpenter, Tyler Burkart, Rebecca Ewald, Steph Salvia, Paru Shah, Alan Purinton, Katelin Watson, Peter Hammond, Arthur Ircink (joined 8:45 a.m.)

Others present: Michelle Boehm, Paula Wheeler (joined at 9:00 a.m.)

2. Consider minutes from June 11, 2020 MLC meeting.

Mr. Hammond moved to approve the June 11, 2020 MLC meeting minutes. Motion seconded by Ms. Carpenter. Motion approved by 8-0 vote.

3. Discuss and consider amended proposal for 2021 Shorewood Today.

Mr. Burkart and Ms. Boehm went through the packet materials, including revised budget totals based on the parameters included by the Committee at a previous meeting. Ms. Boehm also summarized the advertising revenue in 2020 so far through the Fall issue.

The Committee mentioned advertising revenue is performing better than the original conservative estimate of \$60,000 established at a few meetings ago. The Committee debated whether to use the initial estimate from Ms. Boehm (\$72,500) or to go with a slightly less number due to 2020 performance trends. Ms. Salvia provided an update on behalf of the BID to give the Committee a sense of the current business climate in Shorewood. Members of the Committee expressed support for using some of the reserves for 2021 as the COVID environment is a unique time and is an appropriate use of the reserves. Majority of Committee members agreed that they don't want to change anything with the magazine that would dramatically impact the final product of the publication. In addition, the Committee discussed whether Shorewood Today staff should take a pay cut when they built up the reserves in the first place. It was decided to use some reserves only for 2021 to keep staff compensation flat and bring down advertising revenue to Ms. Boehm's projection of \$72,500. Mr. Burkart moved for 2021 Shorewood Today budget to reflect \$72,500 in advertising, \$4,000 for each partner each, staff to remain at \$54,000, and \$4,000 to be used with reserves. Mr. Hammond seconded the motion. Motion approved by a 9-0 vote.

4. Adjournment.

Mr. Burkart moved to adjourn the meeting. Motion seconded by Mr. Hammond. Motion approved by 9-0 vote. Meeting adjourned at 9:48 a.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

Resolution 2021-XX

Amending Shorewood's Comprehensive Marketing and Communications Program

WHEREAS, the Village of Shorewood, the Shorewood School District, the Shorewood Business Improvement District, and the Village Community Development Authority established a Comprehensive Marketing Program in 2006; and

WHEREAS, said marketing program remains an innovative approach in community collaboration, enabling participating entities to effectively meet their organization mission; and

WHEREAS, since the marketing program's inception, changes in demographics, economic market, community leadership and personnel, community visions and missions occurred; and

WHEREAS, a marketing leadership group, comprised of chief elected or appointed positions and chief executives, was established to evaluate the current effectiveness of the Comprehensive Marketing Program; and

WHEREAS, changes are needed to clarify roles and incorporate new partners in the Marketing and Communication Program; and

NOW, THEREFORE, BE IT RESOLVED, that two (2) committees be established as part of a comprehensive Marketing and Communications Program:

Marketing Leadership Committee

Membership: School Board President or designee, Village President or designee, BID Board President or designee, Chairperson of the Community Development Authority or designee, Village Manager or designee, School Superintendent or designee, BID Executive Director or designee, Assistant Village Manager or designee, and Chair of Marketing Advisory Committee.

Purpose: Evaluate the effectiveness of the Marketing and Communications Program to assure it meets the business goals of the entities, recommend approval of the annual budget and contracts to their respective boards and recommend approval of policy changes to the Marketing and Communications Program and its organization as needed. Approves the membership of the Marketing Advisory Committee.

Meeting protocol: The Committee shall meet at twice annually or on an as needed basis.

Marketing Advisory Committee

Membership: Five members who, through education or experience, have working knowledge of marketing, branding and/or public relations. All members to be appointed by the Marketing Leadership Committee. The Village of Shorewood, Shorewood School District, and the Shorewood Business Improvement District shall appoint a non-voting ex-officio member to serve on the Committee.

Purpose: Evaluate the effectiveness of the Marketing and Communications Program, make recommendations to the Marketing Leadership Committee, evaluate and perform initiatives that reflect the overall mission of the Marketing and Communications Program, and make recommendations to other community groups affiliated with the entities in the Marketing and Communications Program on marketing strategies.

Meeting protocol: The Committee shall meet at least quarterly or on an as needed basis.

Adopted this ____ day of _____, 2021.

VILLAGE OF SHOREWOOD

SHOREWOOD SCHOOL DISTRICT

Village President

Paru Shah, School Board President

Sara Bruckman, CMC/WCMC, Village Clerk

**SHOREWOOD BUSINESS
IMPROVEMENT DISTRICT**

**SHOREWOOD COMMUNITY
DEVELOPMENT AUTHORITY**

Stephanie Sherman, President

Peter Hammond, Chairperson