



PLEASE POST

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Marketing and Communication Leadership Committee Meeting

Tuesday, May 25, 2021 @ 9:00 a.m.

Meeting via Teleconference

Zoom Call: 312-626-6799

Use Meeting ID: 933 9471 4878

Passcode: 331117

Computer Access:

<https://zoom.us/j/93394714878?pwd=OFVHNGZnRmt2dmxMa0VnWkhqNFZldz09>

AGENDA

1. Call to Order
2. Consider minutes from March 23, 2021 MLC meeting.
3. Discuss and consider contract extension for Shorewood Today magazine.
4. Discuss and consider resolution and MOU amending marketing and communication program.
5. Adjournment

DATED at Shorewood, Wisconsin, this 20th day of May, 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

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



2022-23 Contract Extension Recommendation

As requested, this document provides a recommendation for extending the Shorewood Today magazine contract with the current team managed by MB Marketing Solutions by two years for the period January 1, 2022- December 31, 2023.

In this close-knit community, the spirit of collaboration and shared support is recognized by many. During this pandemic year+ when we all experienced unforeseen changes to our daily lives, Shorewood Today magazine continued to maintain important connections with the residents, businesses and school families of Shorewood on behalf of the stakeholders. The magazine is a highly regarded publication and a popular tool for each of the stakeholders to regularly communicate important details and initiatives to their audiences. By coordinating communication efforts, each of the stakeholders enjoys cost efficiencies that are not realized alone.

Our Shorewood Today team remains dedicated to providing a high-quality publication that showcases the many ways in which Shorewood is a special place to live, work, shop, play and do business each quarter. We recommend the following minor increases to the 2022 budget that hold for 2023.

- Increase ad rates by an average 5% or \$25/unit
- Increase ad budget by 4.8% or \$3,500 (\$72.5K to \$76K)
- Increase staff compensation by 4.6% or \$2,500 (from \$54K to \$56.5K)
- Increase estimated mailing costs by 10% or \$1,000 to better reflect the actual cost of mailing the magazine (\$9.5K to \$10.5K)
- Increase stakeholder contribution by \$250/issue (\$4K to \$5K each/year - \$20K to \$25K total)

Though the majority of the magazine is funded by advertisers, we do not believe the full burden of expenses should be pushed onto them, especially when most of them are recovering from the pandemic, therefore we recommend a slightly higher shift to stakeholders. This means that each stakeholder invests \$1,250 per issue to communicate its own dedicated content in a high-quality familiar print publication to all audiences each quarter (8,100 circulation).

	2019	2020-21	2022-23
1/2 page ads	\$600	\$625	\$650
1/3 page ads	\$500	\$525	\$550
1/4 page ads	\$400	\$425	\$450
1/6 page ads	\$300	\$325	\$350
TOTAL ads	\$1,800	\$1,900	\$2,000

	2019	2020	2021	2022	2023
	Actual			Proposed	
Shorewood Today - Professional Fees	\$51,000	\$52,500	\$54,000	\$56,500	\$56,500
<i>Managing Editor, Proofreader, Graphic Designer,</i>					
<i>Photographer, Ad Sales, Billing, Distribution</i>					
Shorewood Today - Copy & Print Costs	\$30,000	\$31,500	\$33,000	\$34,000	\$34,000
Shorewood Today - Postage & Mailing Costs	\$8,500	\$9,000	\$9,500	\$10,500	\$10,500
TOTAL EXPENSE	\$89,500	\$93,000	\$96,500	\$101,000	\$101,000
Shorewood Today Ad Revenue	\$75,500	\$74,000	\$72,500	\$76,000	\$76,000
Shorewood Today - Partner Revenue	\$14,000	\$19,000	\$20,000	\$25,000	\$25,000
TOTAL REVENUE	\$89,500	\$93,000	\$92,500	\$101,000	\$101,000

STATE OF WISCONSIN - VILLAGE OF SHOREWOOD - MILWAUKEE COUNTY

Resolution 2021-14

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 the Shorewood Foundation as a new partner 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, Shorewood Foundation Board President 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: Carry out the effectiveness of the Marketing and Communications Program, make recommendations to the Marketing Leadership Committee, 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.

PASSED AND ADOPTED by the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin this ___ day of _____, 2021.

Ann McCullough McKaig, Village President

Countersigned:

Sara Bruckman, CMC/WCMC, Village Clerk

MEMORANDUM OF UNDERSTANDING

This memorandum of understanding (“MOU”) is between the Village of Shorewood, the School District of Shorewood, the Village of Shorewood Business Improvement District, the Village of Shorewood Community Development Authority, and the Shorewood Foundation. The MOU is established to define the purpose and management of the Shorewood Comprehensive Marketing and Communications Program.

Under this Agreement, all parties agree to the following design of the 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, Shorewood Foundation Board President 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: Carry out the effectiveness of the Marketing and Communications Program, make recommendations to the Marketing Leadership Committee, 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.

In addition to this program structure, under this agreement:

The Village of Shorewood shall:

1. Oversee and manage the financial transactions related to contract implementation, which includes Shorewood Today magazine. Any new contracts approved by the Marketing Leadership Committee will need Village Board approval as the fiscal agent.
2. Make any payments agreed upon in a contract approved by the Marketing Leadership Committee and the Village Board.
3. Provide staff liaison to manage and post agenda, keep minutes, and perform all other related administrative tasks.
4. Have Village President or designee chair the Marketing Leadership Committee meetings.
5. Dedicate a staff representative to the Marketing Leadership Committee and the Marketing Advisory Committee.

The School District of Shorewood shall:

1. Make any payments agreed upon in a contract approved by the Marketing Leadership Committee and the Village Board. Payments shall be made to the Village of Shorewood who'll serve as the fiscal agent.
2. Have School Board President or designee serve on the Marketing Leadership Committee.
3. Dedicate a staff representative to the Marketing Leadership Committee and the Marketing Advisory Committee.

The Village of Shorewood Business Improvement District shall:

1. Make any payments agreed upon in a contract approved by the Marketing Leadership Committee and the Village Board. Payments shall be made to the Village of Shorewood who'll serve as the fiscal agent.
2. Have BID Board President or designee serve on the Marketing Leadership Committee.
3. Dedicate a staff representative to the Marketing Leadership Committee and the Marketing Advisory Committee.

The Village of Shorewood Community Development Authority shall:

1. Make any payments agreed upon in a contract approved by the Marketing Leadership Committee and the Village Board. Payments shall be made to the Village of Shorewood who'll serve as the fiscal agent.
2. Have Chairperson of the Community Development Authority serve on the Marketing Leadership Committee.
3. Dedicate a staff representative to the Marketing Leadership Committee.

The Shorewood Foundation shall:

1. Make any payments agreed upon in a contract approved by the Marketing Leadership Committee and the Village Board. Payments shall be made to the Village of Shorewood who'll serve as the fiscal agent.
2. Have Shorewood Foundation Board member serve on the Marketing Leadership Committee.

Approved this _____ day of _____, 2021 by the Village of Shorewood, the School District of Shorewood, the Village of Shorewood Business Improvement District, the Village of Shorewood Community Development Authority, and the Shorewood Foundation.

VILLAGE OF SHOREWOOD

By: _____

Title: _____

SCHOOL DISTRICT OF SHOREWOOD

By: _____

Title: _____

VILLAGE OF SHOREWOOD BUSINESS IMPROVEMENT DISTRICT

By: _____

Title: _____

VILLAGE OF SHOREWOOD COMMUNITY DEVELOPMENT AUTHORITY

By: _____

Title: _____

SHOREWOOD FOUNDATION

By: _____

Title: _____