



PLEASE POST

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THE HEART OF EVERYTHING

**Marketing and Communication Leadership Committee Meeting**

**Tuesday, August 18 @ 8:30 a.m.**

**Meeting via Teleconference**

**Zoom Call:** 312-626-6799

**Use Meeting ID:** 993 9977 4712

**Computer Access:** <https://zoom.us/j/99399774712>

**AGENDA**

1. Call to Order
2. Consider minutes from June 11, 2020 MLC meeting.
3. Discuss and consider amended proposal for 2021 Shorewood Today.
4. Adjournment

DATED at Shorewood, Wisconsin, this 13th day of August, 2020.

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**

**June 11, 2020 2:00 P.M.**

Meeting via teleconference

3930 N. Murray Avenue, Shorewood, WI 53211

**1. Call to order.**

The meeting was called to order at 2:02 p.m.

Members present: Jessica Carpenter, Tyler Burkart, Rebecca Ewald, Arthur Ircink, Steph Salvia, Paru Shah, Alan Purintun, Arthur Ircink (arrived at 2:07 p.m.)

Non-members present: Michelle Boehm, Paula Wheeler, Nathan Bayer, Sara Mills

**2. Consider minutes from May 14, 2020 MLC meeting.**

Ms. Shah moved to approve the May 14, 2020 MLC meeting minutes. Motion seconded by Ms. Carpenter. Motion approved by 7-0 vote.

**3. Consider approving advertisements for 2020 Shorewood Today summer issue.**

The Committee discussed how to proceed with advertisements in the 2020 Shorewood Today magazine. Wesley Warren and Tammy Bockhorst presented their remarks related to which advertisements to include in the summer issue. Each community partner provided their perspective related to the matter. The Committee decided to wait until next week in order to make contact with the business owner of the advertisement in question before proceeding.

**4. Adjournment.**

Ms. Shah moved to adjourn the meeting. Motion seconded by Ms. Salvia. Motion approved by 8-0 vote. Meeting adjourned at 4:21 p.m.

Respectfully submitted by,

Tyler Burkart  
Assistant Village Manager

## 2021 Funding Recommendation submitted May 5, 2020

A major change in funding structure for the 2019-2021 Shorewood Today contract followed by COVID-19-related business closures and economic uncertainty has resulted in revenue shortages for the magazine. This document provides a recommendation for funding in 2021 to better align with realistic conditions for the third year in the three-year contract.

2019 was the first year of this contract, in which the funding model shifted to significantly reduced stakeholder contributions and significant annual increases in advertising prices and revenue goals. This new funding model was based on requests from the Village Board. At the end of the new contract's first year, ad revenue goals were not met for the first time in the five years that our team has produced Shorewood Today. On Jan. 21, 2020, the Marketing Leadership Committee agreed to draw \$2,217 from the \$18,289 in a reserve fund the team has accrued through excess ad revenues brought in from 2015 to 2018.

The Marketing Leadership and Shorewood Today teams met again on Feb. 17 to assess 2020 advertising sales to date. Another advertising shortfall was forecast due to a reduction in the number of annual advertisers and lower single-issue advertisers in Spring 2020. The Shorewood Today team maintains that that repeated annual increases in the ad rates have contributed to advertiser investment fatigue and/or rates that are simply not affordable to some local advertisers, leading them to either reduce or forgo advertising in Shorewood Today.

A stakeholder increase of \$1,000/year by each stakeholder (\$5,000 total) was requested at this meeting and approved by each stakeholder to cover the expected advertising shortfall.

	2014	2015	2016	2017	2018	2019	Original 2020	Revised Feb 2020
<b>Ad Budget</b>	\$38,850	\$39,000	\$65,000	\$65,000	\$71,600	\$75,500	\$79,000	\$79,000
<b>Stakeholder Contribution</b>								
Village	\$5,100	\$5,100	\$5,600	\$5,600	\$5,850	\$2,000	\$2,000	\$3,000
BID	\$5,100	\$5,100	\$5,600	\$5,600	\$5,850	\$3,000	\$3,000	\$4,000
Shorewood Foundation						\$3,000	\$3,000	\$4,000
Schools	\$5,100	\$5,100	\$5,600	\$5,600	\$5,850	\$3,000	\$3,000	\$4,000
Marketing/CDA (2018)	\$5,100	\$5,100	\$5,600	\$5,600	\$5,850	\$3,000	\$3,000	\$4,000
	\$20,400	\$20,400	\$22,400	\$22,400	\$23,400	\$14,000	\$14,000	\$19,000

When we met to confirm the new income and advertising situation on April 16, the COVID-19 pandemic and resulting "Safer at Home" state order had closed most businesses from mid-March until at least the end of May. Needless to say, this has negatively affected ad sales and we anticipate a projected ad revenue loss of \$12,000 for 2020. The \$5,000 stakeholder increase from the February meeting will help to mitigate this situation. However, stakeholders wanted to protect the approximately \$16K in reserves and were asked to contribute another \$1,000 per stakeholder (\$5,000). It is unknown if this was approved by each of their boards.

A more realistic funding structure of the magazine is needed for 2021 to preempt funding shortfalls. Our team recommends the following:

1. Hold staff compensation at 2020 level and forgo the planned increase for 2021.

- a. Current staff investment is \$52,500. Eliminating the planned \$1,500 increase to \$54,000 saves \$1,500.
- 2. Hold ad rates at current level for at least one more year.
  - a. Prior to 2019, our schedule increased rates **once every three years** to keep ad expenses down for local businesses. The 2019 contract required increasing the ad rates **every year** for the past three years.
 

<u>Ad Sizes</u>	<u>Rate</u>
1/2 page	\$625
1/3 page	\$525
1/4 page	\$425
1/6 page	\$325
  - b. Keep the same available discounts for advertisers to encourage local businesses, and to encourage participation in all four issues. (annual, Shorewood business, non-profit)
- 3. Reduce 2021 ad revenue budget by \$10,000 to \$72,500 from \$82,500.
  - a. Expected annual ad revenue for 2020 is estimated at \$67,000 (\$12,000 short of original \$79,000 goal).
  - b. The ad revenue budgets under the current contract were not, in the team's view, realistic even before COVID-19. \$72,500 is more realistic given the current situation.
  - c. If ad sales are more robust than planned, any excess will be added to reserves.
- 4. Increase stakeholder investment from \$14,000 to \$22,500 per year which is more in line with where it was in 2017.
  - a. With the same five stakeholders, this amounts to \$4,500 each per year, or a \$1,125 investment per issue to achieve marketing communication goals in reaching all Village residents, students, and businesses.
  - b. If the Shorewood Foundation is unable to afford a full \$4,500 share of the investment, perhaps they could split a \$4,500 share with the Shorewood Library, and each will continue to receive their current amount of editorial content.
  - c. If the Shorewood Foundation is unable to maintain any participation in 2021, we recommend the Village cover a larger portion to reflect the greater amount of content they receive over other stakeholders with the inclusion of the Library and Senior Resource Center sections.

Cover	Spring 2019		Summer 2019		Fall 2019		Winter 2019		Total	Average	
	Village		Foundation		BID		Schools				
	#	%	#	%	#	%	#	%	Total	Average	%
Village	10.75	49%	11.25	53%	12.5	46%	11.5	46%	46	11.5	48%
BID	4.5	20%	3.5	16%	5.75	21%	5.25	21%	19	4.75	20%
Schools	5.75	26%	5.17	24%	6.5	24%	7	28%	24.42	6.105	26%
SF	1	5%	1.5	7%	2.25	8%	1	4%	5.75	1.4375	6%
CDA	0	0%	0	0%	0	0%	0.25	1%	0.25	0.0625	0%
Total	22	100%	21.42	100%	27	100%	25	100%	95.17	23.7925	100%

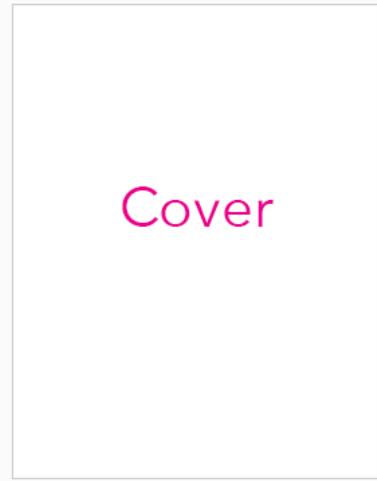
- 5. Maintain the advertising to editorial ratio of no more than 40% advertising to protect the integrity of the magazine.
- 6. Do not impose page number goals or restrictions for 2021.
  - a. The number of pages published each issue is determined by ad sales and stakeholder content. At no time since our team has had the contract has there been a problem with the size of the magazine, so this is an unnecessary condition that creates more problems than it solves.

RECAP

Annual Income											
Income	2016	2017	Index	2018	Index	2019	Index	2020	Index	2021	Index
Partner Income	\$22,400	\$22,400	100	\$23,400	104	\$14,000	60	\$19,000	136	\$22,500	118
Advertising	\$65,000	\$65,000	100	\$71,600	110	\$75,500	105	\$79,000	105	\$72,500	92
Total Income	\$87,400	\$87,400	100	\$95,000	109	\$89,500	94	\$98,000	109	\$95,000	97
Per Partner	\$5,600	\$5,600	100	\$5,850	104	3K/2K	51 - 66	4K/3K	140	\$4,500	129
# Partners	4	4		4		5		5		5	

Annual Expenses											
Expenses	2016	2017	Index	2018	Index	2019	Index	2020	Index	2021	Index
Staff	\$47,000	\$50,000	106	\$51,000	102	\$51,000	100	\$52,500	103	\$52,500	100
Mailing/Postage	\$8,253	\$7,502	91	\$8,500	113	\$8,500	100	\$9,000	106	\$9,500	106
Printing	\$32,418	\$32,930	102	\$35,500	108	\$30,000	85	\$31,500	105	\$33,000	105
Total Expense			0	\$95,000	105	\$89,500	94	\$93,000	104	\$95,000	102

Annual Advertising Rates											
Ad Sizes	2016	2017	Index	2018	Index	2019	Index	2020	Index	2021	Index
1/2 page	\$550	\$550	100	\$575	105	\$600	104	\$625	104	\$625	100
1/3 page	\$450	\$450	100	\$475	106	\$500	105	\$525	105	\$525	100
1/4 page	\$350	\$350	100	\$375	107	\$400	107	\$425	106	\$425	100
1/6 page	\$250	\$250	100	\$275	110	\$300	109	\$325	108	\$325	100
TOTAL	\$1,600	\$1,600	100	\$1,700	106	\$1,800	106	\$1,900	106	\$1,900	100



Cover

1



inside  
from cover

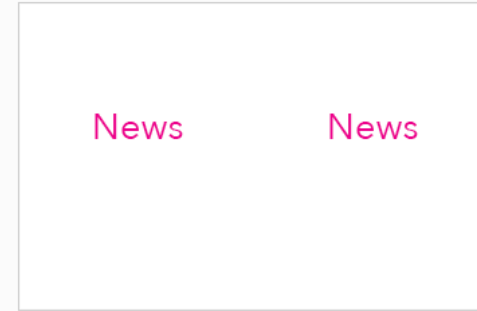
TOC

2-3



News

4-5



News

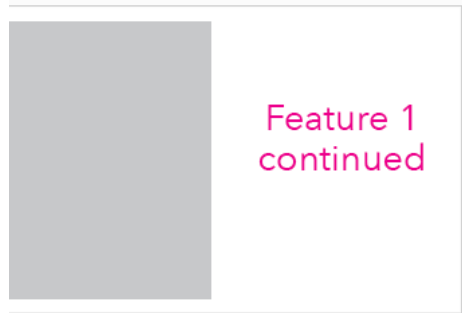
News

6-7



Feature 1

8-9



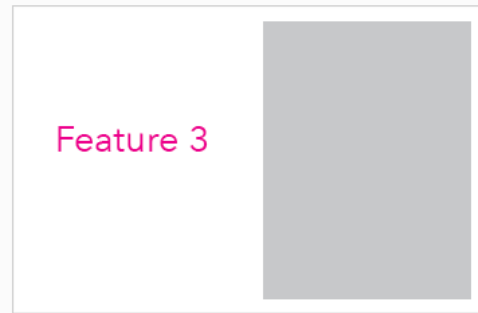
Feature 1  
continued

10-11



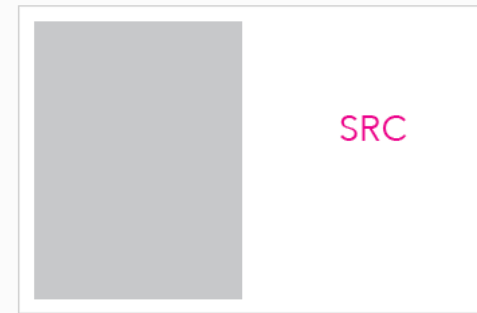
Feature 2

12-13



Feature 3

14-15



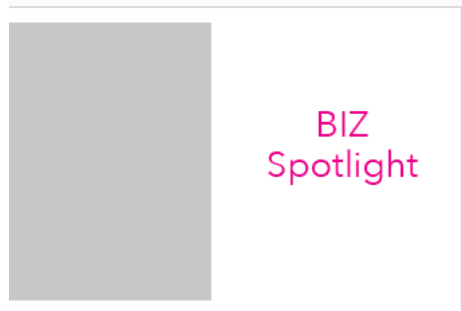
SRC

16-17



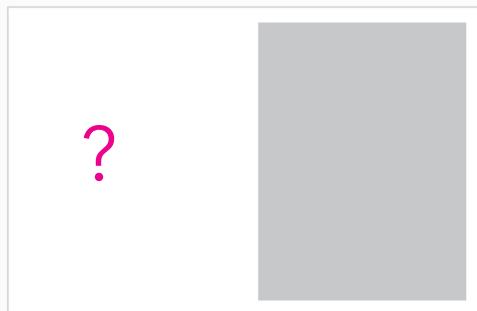
ED spotlight  
or  
REC

18-19



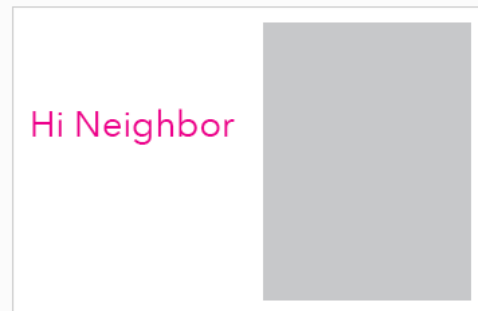
BIZ  
Spotlight

20-21



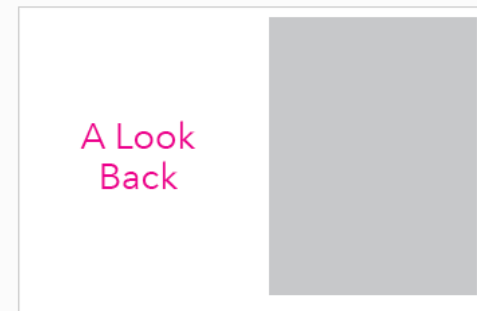
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22-23



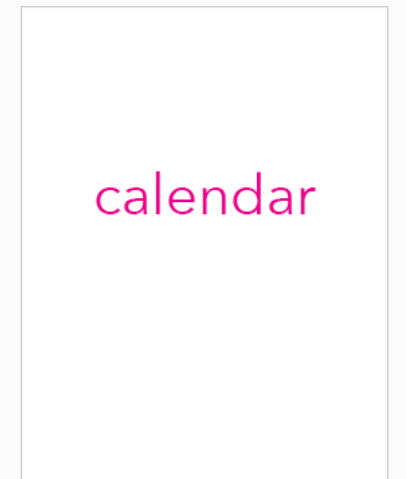
Hi Neighbor

24-25



A Look  
Back

26-27



calendar

28

## Shorewood Today Revised Plan 6/11/20

	Index to Current		Index to Current		Index to Current		Index to Current		
	Current 2021 Contract		May 5 Plan for 2021		Tyler's Request		Requested Plan A for 2021		Requested Plan B for 2021
Advertising Revenue	\$82,500	88	\$72,500	73	\$60,000	77	\$58,275	67	\$55,550
Stakeholder Contribution									
Income									
Village of Shorewood	\$2,000		\$4,500		\$4,000		\$3,210		\$3,910
Shorewood Schools	\$3,000	\$14,000	\$4,500	\$20,000	\$4,000	\$19,550	\$3,210	\$19,550	\$3,910
Shorewood BID	\$3,000		\$4,500		\$4,000		\$3,210		\$3,910
CDA	\$3,000		\$4,500		\$4,000		\$3,210		\$3,910
Shorewood Foundation	\$3,000		\$4,500		\$4,000		\$3,210		\$3,910
<b>Total Revenue</b>	<b>\$96,500</b>	<b>98</b>	<b>\$95,000</b>	<b>83</b>	<b>\$80,000</b>	<b>78</b>	<b>\$74,325</b>	<b>78</b>	<b>\$75,100</b>
Expense									
Staff	\$54,000	97	\$52,500		TBD	86	\$42,450	86	\$46,600
Printing*	\$33,000	100	\$33,000		TBD	64	\$24,750	64	\$21,000
Mailing/Postage**	\$9,500	100	\$9,500		TBD	79	\$7,125	79	\$7,500
<b>Total Expense</b>	<b>\$96,500</b>	<b>98</b>	<b>\$95,000</b>	<b>83</b>	<b>\$80,000</b>	<b>78</b>	<b>\$74,325</b>	<b>78</b>	<b>\$75,100</b>
Circulation	8,100		8,100				8,100		8,100
Number of Issues	4		4				3		4
Number of Pages/Issue	40, 44, 44, 48		dependent on ad/edit ratio				40		28
Advertising pages	not to exceed 40%		not to exceed 40%				16		11.2
Content pages							24		16.8

### Summary of Changes

\*Printing estimates only. Contract with Fox is separate from this contract

\*\*Mailing and postage are subject to change per market conditions

Cut winter issue	Cut staff compensation by 14%
Cut staff compensation by 21%	Cut 1 of 2 SRC pages
	Cut Do-Gooder
	Cut Events
	Cut Library content
	Cut Out & About
	Cut Rec or Education Spotlight
	Cut Resources content
	Features reduced (max 4 pages)
Three 40-page issues do not generate \$60K in ad revenue (\$58,275 max)	Four 28-page issues do not generate \$60K in ad revenue (\$55,550 max)
Three issues creates confusion and concern from both advertisers and readers	Smaller format is more like a newsletter and cuts many of the items that are meant to help foster a caring community and celebrate Shorewood.

### Concerns

If Covid-19 affects 2021 ad sales, use fund balance to compensate. This is its purpose.

Original contract goals were proven unrealistic. This plan is more in line with achievable ad goals and stakeholder support.