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Marketing and Communication Leadership Committee Meeting

Friday, December 3, 2021 @ 3:30 p.m.

Meeting via Teleconference

Zoom Call: 312-626-6799

Use Meeting ID: 851 8739 7472

Passcode: 680488

Computer Access:

<https://us02web.zoom.us/j/85187397472?pwd=TDVhZ3l4R2JSWFJyb0Q5dkRnNVEzdz09>

AGENDA

1. Call to Order
2. Consider minutes from May 25, 2021 MLC meeting.
3. Discuss and consider contract extension for Shorewood Today printing services with the Fox Company.
4. Adjournment

DATED at Shorewood, Wisconsin, this 1st day of December, 2021.

VILLAGE OF SHOREWOOD
Toya Harrell, 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 all individuals.

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.

Marketing and Communications Leadership Committee
May 25, 2021 Minutes

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

SERVICE AGREEMENT

This Agreement is between the Village of Shorewood, Milwaukee County, WI (hereinafter referred to as "Village") and The Fox Company, 11000 W. Becher St., Milwaukee, WI (hereinafter referred to as "Service Provider") for printing of the Shorewood Today magazine (hereinafter referred to as the "Project") for 2021.

In consideration of the mutual agreements contained herein, the Village and Service Provider agree as follows:

1. The Village will:

The Village will pay the Service Provider up to \$34,000 in 2022 for printing services for Shorewood Today as described within this Agreement in 4 quarterly payments for services as provided based on time and materials (i.e. quantity of paper, photo treatments, proof layouts, number of edits, delivery, etc.). Such payment shall be full compensation for all services rendered and for all supervision, labor, supplies, materials, equipment and any other incidental costs. Invoices for payments should be completed on a quarterly basis directly after the printing of a Shorewood Today issue. To expedite payment of invoices under this Agreement, the invoices should be sent to the following:

Tyler Burkart, Assistant Village Manager
Shorewood Village Hall
3930 N. Murray Avenue
Shorewood, WI 53211

2. The Service Provider will:

- a. The Service Provider will provide the following services:
 1. Print a magazine quarterly up to 8,100 copies that focuses on news, people, and issues in the Shorewood community.
 2. Collaborate with MB Marketing Solutions to finalize a well-designed Shorewood Today product.
 3. Review and edit photographs with MB Marketing Solutions to assure the quality of the photos is adequate and meet the expectations of the MB Marketing Solutions team. This includes cover treatment and two proof sheets. The number of treated photos should not exceed 15 per issue. The number of on-press edits should not exceed 5 per issue.
 4. The paper to be used for the printing shall be 80# silk text paper unless directed otherwise by the community partners (Village of Shorewood, Shorewood School District, Shorewood Business Improvement District, Shorewood Community Development Authority, Shorewood Foundation) consistent of the quality of previous Shorewood Today magazines.
 5. Collaborate with MB Marketing Solutions to make sure all copies of magazine are provided to mailing distributor in a timely manner.

b. The Service Provider will submit an invoice quarterly for the amount due to the Village for services upon completion.

c. The Service Provider will provide all materials, equipment and supplies necessary to perform or provide the services described.

d. The Service Provider will be obligated to perform the services described in accordance with the standards of care, skill and judgment which may be expected of professional who performs similar work.

e. The Service Provider will provide his or her services in a manner and time so as to not cause interference with any of the operations of any Village facility. In the event of a conflict between the schedules of the Service Provider and contractors and employees of the Village, the conflict may be resolved at the discretion of the Village.

3. Duration

This Agreement will become effective upon signature and all work to be completed by December 31, 2022. This Agreement may be cancelled on thirty (30) days written notice of either party. The Agreement may be cancelled by the Village on 60 days written notice for “good cause,” which may include, but is not limited to, failure to meet deadline, failure to perform services in accordance with the standard of care, skill, and judgment which may be expected of a professional who performs similar work, and the like.

4. Use of Village Name

It is understood and agreed that the name of the Village and the municipal location may not be used by the Service Provider or its agents in any promotional materials without prior approval of the Village.

5. Independent Contractor

It is understood and agreed that the Service Provider is an independent contractor for the performance of all services described within this Agreement.

6. Assignment

This Agreement and interests hereunder are not to be assigned.

7. Liability

The Village represents that it does not carry any insurance covering liability of its independent contractors, including the Service Provider. Service Provider is solely responsible for obtaining any insurance coverage that may be necessary to carry out its business, including workers compensation coverage and/or liability coverage as dictated by state statute. Nothing in this agreement is intended to abrogate the immunities or limitations of liability as enumerated in Wis. Stat. § 893.80 that may be asserted by either the Village or the Service Provider.

8. Wisconsin Law

This Agreement shall be governed by and construed with the laws of the State of Wisconsin.

9. Complete Agreement

This Agreement represents the entire of listing of the terms between the parties. This Agreement may be modified only in writing by an amendment signed by both parties.

10. Endorsement

By endorsing this Agreement both the Service Provider and the Village indicate that each has the authority to bind to the terms of this Contract.

Dated: _____

VILLAGE OF SHOREWOOD

BY: _____
Rebecca Ewald, Village Manager

Dated: _____

THE FOX COMPANY

BY: _____
Matt Fox, The Fox Company



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