

**CITY OF BRENTWOOD, MISSOURI  
COMMUNICATIONS COMMITTEE MEETING  
MAY 12, 2016**

Alderman Lochmoeller called the Communications Committee Meeting to order at 9:15 am.

**ROLL CALL**

Lori Coulter (Resident) – Absent  
Dan Duffy (Resident) – Present  
Alderman Lochmoeller – Present  
Alderwoman Sims – Present

Also present were: City Clerk/Administrator Bola Akande, Public Relations Coordinator Susan Cacioppo, Parks Director Eric Gruenenfelder and Deputy City Clerk Octavia Pittman.

**APPROVAL OF MINUTES**

**Meeting Minutes April 7, 2016**

Motion was made by Alderwoman Sims and seconded by Committee Member Duffy to approve the meeting minutes as submitted. Unanimous vote in favor taken; **MOTION PASSED.**

**PUBLIC COMMENT**

**Toni Bowman, Owner of Brentwood Spirit Newspaper**, addressed the committee with general concerns regarding communications from the city, the school district, etc. She introduced the Brentwood Spirit, a medium size newspaper that is distributed to the 63144 area code and expressed interest in the city publishing its news. She also announced plans to expand the service area as interest increases.

**COMMENTS BY COMMITTEE MEMBERS**

None

**CHAIRMAN'S COMMENTS**

Alderman Lochmoeller reported his attendance at the public forum regarding the Brentwood Century Foundation and announced that they are currently looking for volunteers.

**BID SELECTION**

None

**UNFINISHED BUSINESS**

**Discussion on City Wide Communications Strategy**

A discussion continued regarding a proposed job description for a communication manager of which was denied by the board during the budget session. Committee members expressed their belief that the position could have been better explained and reviewed the proposed job description for amendments. Comments were offered of the importance of this position to provide the necessary communications and positive messages allowing the City Administrator and untrained staff to focus on their departments. Committee members will continue consideration of presenting this position to the next Ways and Means Committee with request to reconsider including such position in the budget, as well as to attend an upcoming future meeting of the Board of Aldermen.

**NEW BUSINESS**

**Discussion on Brentwood's Annual "Maddenfest" Marketing Efforts**

At a previous meeting, while reviewing quotes submitted for recording city meetings and other special events, the committee discussed obtaining a request for a quote for 3-5 minute promotional video of Brentwood Days to include the parade, the fireworks, the bands, rides, and people milling about, fire demonstration etc.

Avatar Studios has provided an estimate to create a video of Brentwood's Annual Maddenfest. Bill Farris, the president of Avatar Studios, indicated that the estimate would give the city a very good looking video for all of city's distribution needs. The estimate includes:  Two person camera crew for Friday night and all day Saturday  Two days for post-production  Additional fees for the audio suite with pictures and library music license.

The estimated cost is \$7,534.00; there would be a cost savings of \$1,225.00 if the city decided to eliminate video shooting on Friday night. The updated cost estimate, if Friday night were eliminated, would be \$6,309.00. Discussion ensued and a motion was made by Committee Member Duffy and seconded by Alderwoman Sims to forward the request to the full Board of Aldermen with a positive recommendation to approve hiring Avatar Studios to create a video of the 2016 Brentwood's Annual Maddenfest, at a cost not to exceed \$7,534.00. **ROLL CALL:** Committee Member Coulter – absent; Committee Member Duffy – Yes; Alderman Lochmoeller – yes; Alderwoman Sims – yes; **MOTION PASSED.**

An update was also provided regarding the request to changes to the city's recordings on youtube. Changes have been made as requested to include and introduction of the meeting, its members present and to include the agenda.

**ADJOURNMENT**

Motion was made by Alderwoman Sims and seconded by Committee Member Duffy to adjourn the meeting at 9:50 am. Unanimous vote in favor taken; **MOTION PASSED.**

**Approved as submitted on the 7<sup>th</sup> day of July, 2016.**

**Attest:**

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**Bola Akande, City Clerk/Administrator**