

**CITY OF BRENTWOOD, MISSOURI
COMMUNICATIONS COMMITTEE MEETING
JULY 7, 2016**

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

ROLL CALL

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

Also present were: Assistant Administrator/Planning Director Lisa Koerkenmeier, Public Relations Coordinator Susan Cacioppo, and Deputy City Clerk Octavia Pittman.

APPROVAL OF MINUTES

Meeting Minutes May 12, 2016

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

PUBLIC COMMENT

Louise Charboneau, Madge, later offered comments of guarding hysteria versus prudence the when the city considers alerting the public/residents of recent crime within city limits.

COMMENTS BY COMMITTEE MEMBERS

Committee Member Duffy suggested the police department issue a public service announcement/video (approximately 60 seconds) to be uploaded to the city's website and on YouTube explaining recent incidents and ways to deter criminal behavior; perhaps mimicking the presentation at the recent Ward 1 meeting. After further discussions, Committee Member Duffy made a motion that a discussion is held with Police Chief Fitzgerald about creating a public service announcement video on how residents can protect each other and to place it on the website. Motion seconded by Alderman Lochmoeller. Unanimous vote in favor taken; **MOTION PASSED.**

Alderman Lochmoeller requested the status of the previous request to film all of the committee meetings and the outcome of the RFP process. It was reminded that due to the equipment needed and the cost submitted, that the city will continue to operate as it currently is until further review. Alderman Lochmoeller asked who provides the signs for ward meetings and places them throughout the ward; staff will research. And, questions were also raised regarding the status of the Communications Manager Position which will be discussed later on the agenda.

CHAIRMAN'S COMMENTS

Chairman Coulter offered comments of wanting to meet as there was no meeting last month and the need to wrap up discussions regarding the communications manager in time for the budget process.

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. Amendments were suggested to the job description to add that the position develops and maintains a comprehensive brand of the city, its communications and marketing plan for consistency throughout all departments. It was also suggested that experience is needed in marketing and branding as a minimum requirement and that experiences should include the ability to develop and communicate customer service plans for all employees. Motion was made by Chairman Coulter and seconded by Committee Member Duffy to forward a positive recommendation to include the Communications Manager position in the FY2017 budget with the job description as amended. Unanimous vote in favor was taken; **MOTION PASSED.**

Alderman Lochmoeller offered comments that this is a small component of a big budget and that this position would perhaps buy an additional police officer. He added that while it is being recommended, he would be looking at taking a proactive approach in attacking crime. Chairman Coulter responded that while Brentwood has had some success, there is significant room for improvement.

NEW BUSINESS

Director Koerkenmeier provided an update regarding the process to update the comprehensive plan. Staff has reached out to Houseal Lavign, who was hired to provide the updates, and their next steps would include public engagement in late summer. They have been called in and asked to complete their existing conditions and assessments. Planning and Zoning Commission will also begin to set up a special subcommittee (Comprehensive Plan Advisory Committee) to guide the consultant and staff through the process. Also to assist with the beginning stages, the committee reviewed names and taglines for suggestions to submit to the subcommittee.

ADJOURNMENT

Motion was made by Alderman Lochmoeller and seconded by Committee Member Duffy to adjourn the meeting at 10:16am. Unanimous vote in favor taken; **MOTION PASSED.**

Approved as submitted on the 4th day of August , 2016.

Attest:

Bola Akande, City Clerk/Administrator