

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

Chairman Coulter called the Communications Committee Meeting to order at 9:15 am.

**ROLL CALL**

Lori Coulter (Resident) – Present  
Dan Duffy (Resident) – Present  
Alderman Lochmoeller – 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 March 3, 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**

**None**

**COMMENTS BY COMMITTEE MEMBERS**

Questions were briefly asked of the status of the election-day mix up throughout St. Louis County, also impacting Brentwood voters. It was explained that the St. Louis County Election Board inadvertently printed an insufficient amount of ballots and was of no fault of the city.

**CHAIRMAN'S COMMENTS**

A review was conducted of the materials/publications that are provided as communications to the public via the website. Chairman Coulter commented that there is room for improvement in the way they are being presented.

**BID SELECTION**

**None**

**UNFINISHED BUSINESS**

**RFP – Video Production Services**

The committee asked for additional information from those responding to the RFP; if the vendor is up to speed on the newest technology (both yes), if the vendor owns their own equipment (Avatar yes; Bluff City no) if there are any additional charges for the rental if necessary (Bluff City yes and charges would be based on what is needed). Bluff City submitted an estimate of charges; however, Avatar was unable to provide an estimate.

Robin Zlatic, IT Manager explained the city's plans to update the recording equipment; the 2016 budget includes \$45,000 for presentation equipment. It is anticipated that in 2017 recording equipment and cameras would be budgeted for an amount of \$100,000. Discussions were held regarding the meeting videos uploaded to youtube and it was suggested that the

provider submit a monthly report of viewership, that we add to the youtube page a cover sheet at the beginning and end of each video accompanied by an attractive piece of artwork; effective by the next meeting. It was asked that links are provided to access the city's website which can be included in the publisher; including the full name, date and title of meetings for consistency, a list of those in attendance, and a list of agenda items. Motion was made by Alderman Lochmoeller and seconded by Chairman Coulter to continue with staff plans to include in the 2017 capital improvement budget audio visual equipment. Unanimous vote in favor taken; **MOTION PASSED.** It was also suggested that the city continue the current practice of recording, after the equipment is updated to begin recording all other meetings. The committee noted interest in including expenses in the marketing budget for feature pieces: a 3-5 minute video shoot of Brentwood days, a clip of the new recreation center, a story of audit recovery, and of Brentwood as a place to live; staff will obtain quotes for the next meeting.

**NEW BUSINESS**

**Discussion on City Wide Communications Strategy**

A discussion was held regarding a proposed job description for a communication manager of which was denied by the board during the budget session. The city currently uses a consultant as issues arise; however if an individual were on staff, a consultant could potentially be needed in the event of large scale emergencies. This position would be responsible for fully integrating a standard branding theme, guiding communications for all departments and ensuring proper information is communicated on a regular basis (i.e. the newsletter, website, social media, etc.). It was added that the position helps everyone to see the future visions of the city and provides the advantage of communication internally and externally as there is a need for a positive message. There is also a need for staff improvements to the customer service experience, ensuring responses to message within 24 hours, allowing the phone to ring a maximum of 2 times, cultivating media relations and building relationships; of which this individual would be required monitor and offer training when necessary.

Committee members offered comments 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. A discussion was held and Alderman Lochmoeller suggested that the funds for this position could be allocated for street improvements or other capital infrastructure. Members of the committee will attend a future meeting of the Board of Aldermen and Ways and Means Committee with request to reconsider including such position in the budget. A survey will also be conducted of comparable cities to determine if they have such a position.

**ADJOURNMENT**

Motion was made by Alderman Lochmoeller and seconded by Committee Member Duffy to adjourn the meeting at 11:05am. Unanimous vote in favor taken; **MOTION PASSED.**

**Approved as submitted on the 12<sup>th</sup> day of May, 2016.**

Attest:

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Bola Akande, City Clerk/Administrator