



## AGENDA ITEM #10.1

### REPORT TO CITY COUNCIL

**Report Prepared by: Nancy Malecha & Katie Wassermann**

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**Date:** June 4, 2019

**Subject:** Shared Communications Manager Position

**Report:** In 2018, the City, School, and Chamber embarked on a shared communications manager position for our community. The vision for this position was to develop a comprehensive plan for marketing the business community, school district, and City with any eye toward developing a consistent brand and messaging. In the past year, this position has been responsible for completion of the following community projects.

- City/School/Chamber community newsletter completed and distributed.
- Rasmussen Road Project logo design and flyer completed.
- Designed, printed, and distributed an annual events brochure.
- Created and implemented an annual community picnic event to recognize excellence in the community.
- Designed and completed the layout for Heart of the Good Life Development marketing document.
- Managed event listings for the City/School/Chamber on the Chamber website.
- Filmed, edited, and completed the Greater Pequot Lakes Community Foundation marketing video.
- Filmed, edited, and completed the Introduction to Public Works video.
- Created the Pequot Lakes YouTube channel to promote local videos and marketing materials for the City, School, and Chamber.
- Promoted the Heart of the Good Life Development marketing video through social media platforms.
- Designed marketing flags and messaging for Heart of the Good Life Development.

- Created a business directory e-mail group and disseminated relevant information as needed.

With the recent resignation of Emily Skelton in this position, discussion ensued as to the need to continue with this shared position. It was the consensus of Chris Lindholm, Matt Kilian, Katie Wassermann, and myself to discontinue this position as many of the key job description elements will continue to be facilitated by the Chamber as noted below.

- Annual events brochure
- City-wide walking map and guide
- Annual event recognizing excellence in the community
- Distribution and posting of community events
- Promotion of Pequot Lakes

Although the three entities recently decided to utilize our communication resources in other ways, we thank all three entities for their partnership in this endeavor and believing that great things are possible when we work together. We are grateful for the opportunity and look forward to a bright future ahead and continued partnerships between the City of Pequot Lakes, Pequot Lakes Schools, and the Pequot Lakes Chamber. We will continue our collaborative and community orientated mission of working together to accomplish positive things for the Pequot Lakes community.

To date, the Pequot Lakes Chamber has \$2,776.87 in marketing funds remaining from the City for this position. I am recommending the Council designate these funds to the Chamber for the future painting of the iconic bobber water tower which is expected to take place in 2021.

**Council Action Requested:** Council motion allowing the Pequot Lakes Chamber to retain \$2,776.87 from the City to be designated for the future painting of the iconic bobber water tower in 2021.