

MINUTES OF THE BEATRICE CITY COUNCIL WORK SESSION

A work session of the Beatrice City Council was held on the 29th day of September, 2014 at 7:09 p.m. at the BPS Administration Meeting Room, 320 North 5th Street, Beatrice, Nebraska.

Attending: Mayor Schuster, Councilmembers: Cook, Catlin, Clabaugh, Fairbanks, Kerr, Langdale, and Parde.

Absent: Morgan.

Mayor Schuster announced that a copy of the Open Meetings Act is available in the meeting room and is accessible to members of the public.

CONSENT AGENDA

- a. Approve agenda as submitted.
- b. Receive and place on file all notices pertaining to this meeting
- c. Receive and place on file all materials having any bearing on this meeting.

Moved by Catlin, seconded by Kerr, that the items listed under the consent agenda be approved, accepted, and/or ratified as presented.

Roll Call: Yea: Cook, Catlin, Clabaugh, Fairbanks, Kerr, Langdale, and Parde.

Nay: None

MOTION CARRIED.

DISCUSSION ITEMS

Proposal for the Development of a Communication Strategy

City Administrator Tobias Tempelmeyer explained that the strategic plan for Beatrice Public Schools is to create a communication strategy. BPS Superintendent Pat Narouth recognized that there may be other parties/groups in the City that would be interested in a coordinated strategy. The City, Beatrice Chamber, Main Street Beatrice, and NGage all were contacted and expressed interest in participating in the strategy. Two (2) organizations submitted proposals for a strategy and branding. The estimated cost for the study and the development of the strategy/branding is between \$20k and \$25k. Tempelmeyer reported that the groups are still working on final funding numbers but encouraged that no organization should be turned away for the inability to contribute fiscally. Councilmember Fairbanks would like to interview with long term residents who were transplants to the community along with the planned interviews with lifetime residents and new residents. Pat Narouth described other information gather that is being conducted by the school district. Lora Young (Chamber), Michael Sothan (Main Street), and Glennis McClure (NGage) all spoke in favor of the strategy. Councilmember Parde asked if we would be able to do this in-house among the represented organizations. Pat Narouth felt that we would be able to do the analysis and development of the marketing strategy as well as an outside firm. Councilmember Fairbanks wants to see a very specific implementation plan for whatever is ultimately developed. Meetings with the represented groups will take place in the coming weeks and this item may return for formal consideration at a meeting in November.

