

GLADSTONE



GLADSTONE ECONOMIC DEVELOPMENT CORPORATION (EDC) REGULAR MEETING

City Hall Chambers – 1100 Delta Avenue

May 14, 2024

12:00 PM

AGENDA

CALL TO ORDER

1. Roll Call

PUBLIC COMMENT

CONFLICTS OF INTEREST

CONSENT AGENDA

2. EDC Regular Meeting Minutes

UNFINISHED BUSINESS

NEW BUSINESS

3. Digital Marketing Proposal for the City of Gladstone
4. Special Assessment - Act 33 Police & Fire

CITY MANAGER'S REPORT

DELTA COUNTY ECONOMIC DEVELOPMENT AUTHORITY REPORT

ADJOURNMENT

The City of Gladstone will provide all necessary, reasonable aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting to individuals with disabilities at the meeting/hearing upon five days notice to the City of Gladstone. Individuals with disabilities requiring auxiliary aids or services should contact the City of Gladstone by writing or calling City Hall at (906) 428-2311.

Posted: 05-13-2024

Kimberly Berry, MiPMC
906-428-2311
kberry@gladstonemi.org

RULES FOR PUBLIC COMMENT/ PUBLIC HEARINGS

(Excerpt from City Commission Rules of Procedure Adopted: 11-25-2019)

- A. Public Comment / Public Hearings

At regular and special meetings of the commission, individuals wishing to be heard may address the commission during the public comment/public hearing periods as set forth in the agenda under the following rules:

1. Each speaker shall state name and address for the record.
2. Each speaker is limited to three (3) minutes of comment unless the presiding officer decides more time is necessary
3. Each speaker shall try to be concise and refrain from repeating comments already addressed by the commission.
4. Speakers who do not cease speaking when asked to do so will be deemed out of order and will not be allowed to address the commission again for the remainder of the meeting; continued disruption will warrant removal from the meeting.
5. The commission shall not decide issues that arise during public comment.
6. Speakers should address the commission through the presiding officer.
7. Commissioners and staff will not debate with the public.
8. Speakers will not verbally attack City Commissioners, City Staff or members of the public attending the meeting. Any such behavior will not be tolerated and any person presenting in this manner will be warned by the Mayor and shall be removed by Public Safety for noncompliance.
9. No vulgar or obscene language will be used by the speakers.
10. Any information the speaker wants to distribute to the Commission must first ask the Chair (Mayor) if they may present the Commission written comments at the meeting.
11. Speakers may not ask questions of the board during this time as the Commission or Staff will not address them during this public comment period.



GLADSTONE GLADSTONE EDC REGULAR MEETING

Electric Department Conference Room – 10 North
11th Street
January 09, 2024
12:00 PM

MINUTES

CALL TO ORDER

Dirk Manson called the meeting to order, Clerk Kim Berry called the roll:

Present:

- Jim Andersen
- Kevin Gendron
- Dirk Manson
- Mike Nardi
- Steve O'Driscoll
- Steven Soderman
- Steve Tackman

Absent - Excused

- Steve DeLaire
- Gary Maynard

Motion by Jim Andersen; seconded by Mike Nardi to approve the January 9, 2024 agenda and the October 10, 2023 minutes.

MOTION CARRIED

The purchase agreement for BPR, LLC was reviewed as follow-up information, no further action required.

Reviewed and accepted into the record the Year-to-Date Financials as of November 30, 2023.

Discussions and recommendations for FY 2024-2025 budget:

Updated mapping from GIS showing layers such as utilities, values, property lines etc.

Estimate to extend Sjoquist to 29th Street

Signage

Marketing

EDC Regular 2024 Meeting Schedule

Motion by Steve O'Driscoll; seconded by Kevin Gendron to approve the 2024 Regular EDC Meeting Schedule as follows:

01-09-2024

02-13-2024

03-12-2024

04-09-2024

05-14-2024

06-11-2024

07-09-2024

08-13-2024

09-10-2024

10-08-2024

11-12-2024

12-10-2024

MOTION CARRIED

Motion by Mike Nardi; seconded by Steve O'Driscoll to adjourn the meeting at 1:00 PM.

MOTION CARRIED

Kimberly Berry, City Clerk



City of Gladstone, MI
MEETING TYPE
STAFF REPORT

Table with 2 columns: Field (Agenda Date, Department, Presenter) and Value (May 13, 2024, City Hall, Patricia West/Kim Berry) and another 2 columns: Field (Eric Buckman, City Manager; Department Head Name; Kim Berry, City Clerk) and Value (blank lines).

This form and any background material must be approved by the City Manager, then delivered to the City Clerk by 4:00 PM the Tuesday prior to the Commission Meeting.

AGENDA ITEM TITLE:

Digital Marketing Proposal for the City of Gladstone

BACKGROUND:

Three simultaneous events have happened in the last few months leading staff to propose the City Commission consider contracting with a digital marketing company.

- Proposed Amendment to the City's Master Plan
Launch of a new website platform
DDA interest in increasing public relations to promote both new and existing development within the district.

City Staff received a proposal from Orange Cat Media to contract with us on creating digital marketing content for the City. The initial intent of the conversation was to explore photography and video for the DDA, but as the conversation evolved, they were able to provide a proposal of full offerings they could provide:

- City Photography/Videography: Capturing both events and candid photos/experiences within the City limits. The City of Gladstone would have full ownership of the assets created.
Social Media Management: In partnership with the City of Gladstone, this investment could allow them to create content for social media, improving city communication with residents, and fulfilling the need for a modern newsletter.
Rebrand for the City of Gladstone: An opportunity to work with City Boards and Staff to create a new logo, color schemes, fonts, etc. focusing on a cohesive branding experience and making the city easily identifiable across all media platforms.

We've also met with and received a proposal from WLUCTV6. Their offerings differ but provide value in other ways as their expertise lies in targeted online advertising through social media to funnel people back to our webpage for information. They provide dashboard analytics to target impressions, reach, etc. This focus would drive engagement with our online presence, increase awareness of our city and assets, and influence prospective visitors/residents.

We did reach out to a third digital marketing company out of Marquette but did not hear back from them.

FISCAL EFFECT:

\$1,250 - \$12,000

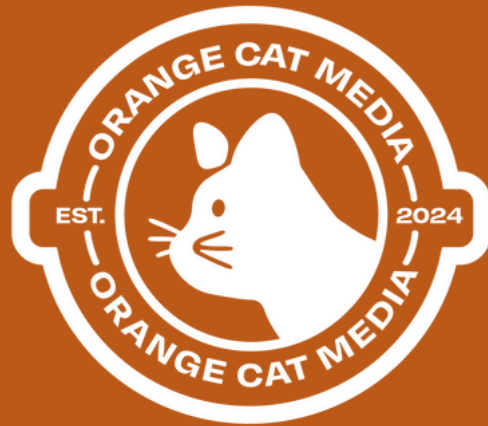
SUPPORTING DOCUMENTATION:

- Digital Marketing Proposal from Orange Cat Media
o Example of Work | Facebook Post from Jack's Restaurant
Marketing Proposal from WLUCTV6
o Example of Work | Mackinaw City Video
Excerpt from the Proposed Master Plan Amendment | Implementation Section | Goal 8: Marketing

RECOMMENDATION:

Enter into an annual contract with Orange Cat Media to oversee the City of Gladstone's digital marketing in an amount not to exceed \$12,000.

Digital Marketing Proposal



PREPARED FOR THE CITY OF GLADSTONE



Summary

The City of Gladstone is a beautiful UP local area with businesses and attractions that will continue to thrive with new photos and videos, as well as a new logo, branding guide, and assets

Based on our meeting, we feel we can provide a comprehensive digital marketing plan that will introduce assets (photos and videos) with longevity that can be used to engage with the city of Gladstone's digital audience, as well as build that audience organically and provide highly up to date, relevant content.

As residents of Gladstone, we have an ideal perspective of being able to capture content that is current, captivating and incredibly up to date. We live, work, and play in Gladstone with our family, and this gives us a close glimpse into what other families and residents will be interested in. Additionally, as residents who have moved into Gladstone within the last five years, we know what will attract and continue to motivate people to move to this beautiful waterfront community.



Taken 3/31/2024 at Van Cleve Park

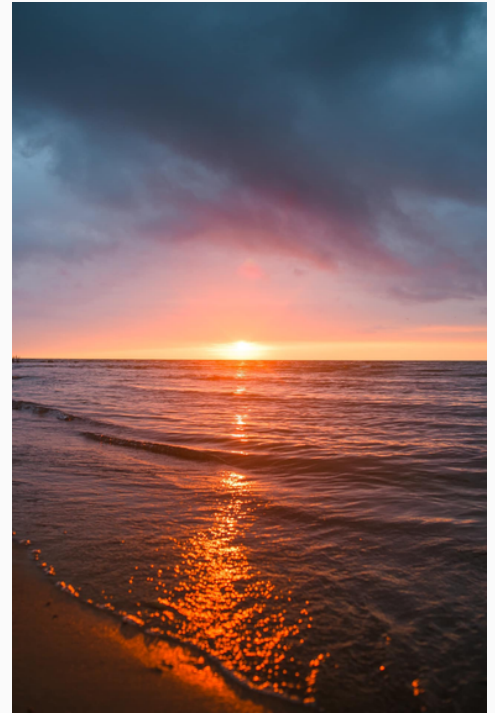
Objectives

Here are some key objectives, summarized from our meeting

Create personalized content focused on videos, photos, and miscellaneous assets

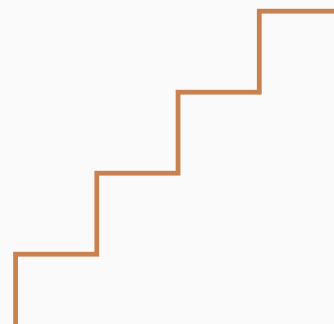
Revitalization of logo and overall brand for the city of Gladstone, including a new logo and branding guide summarizing colors and fonts

Tailor immersive content showcasing the beauty of Gladstone, local community events, local businesses, and family driven content



Taken 9/28/2023 at Gladstone Beach

This is non-comprehensive, over time we will continue to meet with the city of Gladstone, adapt to the ever changing digital landscape, and strategize to continually improve the services we provide.



Proposed Strategy

Our approach combines a locally driven marketing strategy with carefully curated content and copy

Some key branding items to highlight will include:

- Beauty of Gladstone and local natural areas, such as the Gladstone beach
- Downtown and community centered content, with a focus on local businesses and local attractions
- History of the area, including new perspectives on historical content
- Family focused content with focus on Van Cleve Park, Gladstone Beach, and the local downtown area

1 Social Media Analysis

We will conduct an analysis of your current followers, engagement, and content on Facebook and Instagram to assess where your current posts are landing, and what your current audience looks like. We will evaluate follower growth and engagement over time in order to better assess and inform the future direction of the city of Gladstone's growing audience

3 Social Media Marketing

We will develop and execute a social media strategy that leverages the unique characteristics of each platform to engage with the target audience of the city of Gladstone. We'll create and curate compelling content featuring local businesses, the local area, and local people who live, work, and play in Gladstone, and engage with followers to build brand awareness and increase engagement.

2 Branding

We will curate a new logo and brand for the city of Gladstone based on ongoing discussions and meetings. This will include a new logo design, and corresponding colors and fonts. Videos, photos, and social media posts will feature the new city of Gladstone logo and custom styling choices.. This may include additional ancillary illustrative work to supplement a new logo

4 Asset creation and organization

We will create and capture assets in the form of photos, videos, drone photos, drone videos, timelapses, and any other media we can capture of Gladstone. This will include pre-planned events and an evolving shot list to capture, working with local businesses to spotlight their work and community involvement, on the fly events that require asset collection, and continuous capture of content as residents of Gladstone

Investment

Details

Budget

Social media management + asset generation

Includes key events and running shot list, a minimum of 1 video per quarter, drone photography and videography, one social media post per day with unique photo asset, and 2-3 videos per month (includes everything in the line items below), and full ownership of all assets created. Graphics and flyers as needed are included

\$12,000 per year -
\$3000 per quarter

Asset Generation

Includes key events and running shot list, a minimum of 1 video per quarter, drone photography and videography, and full ownership of all assets created

\$4000 per year -
\$1000 per quarter

Logo and branding, 50 photos per year, one video

(comprised of 4 events - Farmers Market, 4th of July Parade, North Shore, Downtown Business District) + 1 video (1 to 2 minute interview with DDA including B roll), and full ownership of all assets created

\$1250



Taken 7/4/2023 at 4th of July celebration



Item 3.

Jack's Restaurant Rapid River Michigan

April 1 at 3:30 PM · 🌐

Bonnie has been an integral part of Jack's for over 46 years now!



First coming to Jack's in 1976 as a 10th grade high school student, now almost five decades later she is the master of the morning here in Rapid River. Thank you for everything you do, we're so lucky to learn from you and have you're experience guide us.

Please give three cheers to Bonnie for being our Employee of the Month for April!


👍❤️ 1.2K 170 🗨️ 35 ➦

👍 Like 🗨️ Comment ➦ Share

Most relevant ▾

-  **Deb Tschury-Miller**
Congrats Bonnie
11h Like Reply
-  **Carol Ontto**
Congratulations Bonnie!
3d Like Reply
-  **Heidi Snyder Erickson**
Congrats Bonnie! I'd say she's up for Employee of the Century!!
2d Like Reply 2 👍❤️
-  **Carol Lantz**
Cheers Cheers Cheers Bonnie. Congratulations ❤️
6d Like Reply
-  **Shirley Freeders**
Congratulations
1w Like Reply 👍
-  **Karen Buss Stabile**
Top fan
She's amazing!!!! Love this picture!
1w Like Reply 👍

View more comments 6 of 169

 Comment as Patricia West
👍 🗨️ 😊 📷 📷 📷 ➦



GLADSTONE
≡ MICHIGAN ≡

**Where happiness lives,
works and plays.**

**A dynamic strategy to increase regional visibility and
relevance and drive traffic to the City of Gladstone.**



GLADSTONE
≡ MICHIGAN ≡
**Where happiness lives,
works and plays.**

Meeting Recap:

- Tricia is the DDA Coordinator and wants to energize the City of Gladstone's branding efforts to maximize its potential for current and new residents.
- The new website, gladstonemi.gov, has launched and is more modern and attractive for users. A new logo design is next.
- 2020 Census showed a 5.7% increase in population. Now's the time to attract younger people to live here.
- There are Gladstone residents who say the City needs to communicate better. Same few followers on facebook.
- With the new Master Plan, more housing options will become available to attract younger families, middle age and retirees.
- North Shore Development is getting closer to happening. Several recent conversations with a prospective developer has the City optimistic.
- With continuous, fresh and alluring outbound messaging it's possible to attract new visitors and in-market housing buyers to the area.

Parent Company Gray TV

National Station Footprint

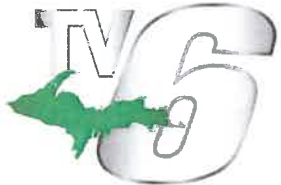


113
*operating TV stations,
and digital properties*

36%
*collective reach
of U.S. TV Households*

Most **#1**
*ranked news stations
in the country*

2nd
*largest broadcasting
group in the nation*





Who drives **YOUR BUSINESS**

Demographic Breakdown

Adults 25+



Geographic Breakdown

Delta, Schoolcraft and central counties



The Marketing FUNNEL.

AWARENESS

BROADCAST TELEVISION AND TV6 DIGITAL PLATFORMS
PREMIUM STREAMING
TARGETED DISPLAY/VIDEO
STREAMING AUDIO

INTEREST + CONSIDERATION

YOUTUBE
SOCIAL ADVERTISING
TARGETED EMAIL

CONVERSION

PAID SEARCH
SEO
FACEBOOK LEAD GEN



Our Recommendation for Branding City of Gladstone.

Creative Strategy:

- What's so great about Gladstone?
- Why should someone Google it? Visit? Work? Move?
- Highlight the scenery each season, as well as a call to action to come enjoy!
- Using video, show why it's a small town with so much to offer: it's walkable, swim-able, hike-able, run-able and most of all LIVEABLE!
- Updating creative with events, as needed: Farmer's Market, Business After Hours, Brewery Openings, New Restaurants, Disc Golf Tournaments, Fishing Tournaments, July Celebration, Summer Concert Series, Triathlons, etc.

- ✓ Scripting
- ✓ Schedule Shoot
- ✓ Execute Shoot
- ✓ Postproduction → Client review
- ✓ Once approved- you own it



Commercial Production Package:

1 :30 commercial, 2 :15
commercials

We'll add graphics each month as
needed to keep creative messaging
fresh and users engaged.

Annual Investment: \$1500

ADVERTISING STRATEGY:

Deliver targeted creative campaigns to users across Facebook and Instagram platforms.

We recommend using this platform to increase visibility and promote Gladstone events to:

- Drive Engagement
- Increase Awareness
- Influence Prospective Visitors/Residents
- Plus: Free graphics production

| | facebook. Ads | Instagram Ads |
|---------------|------------------|------------------|
| Static Images | ✓ | ✓ |
| Carousels | ✓ | ✓ |
| Videos | ✓ | ✓ |

We'll link ads to your new website!



Social Advertising.

Create Interest and consideration with brand awareness. Increase your leads and expand your reach by targeting regional consumers on Facebook and Instagram.

CITY OF GLADSTONE:

100,000 ad impressions per month (facebook & Instagram)
Monthly Investment: \$ 1,000
12 month Investment: \$12,000

X _____
City of Gladstone



PERFORMANCE INSIGHTS

Evolving Beyond Traditional Reporting

TARGETED DISPLAY PERFORMANCE



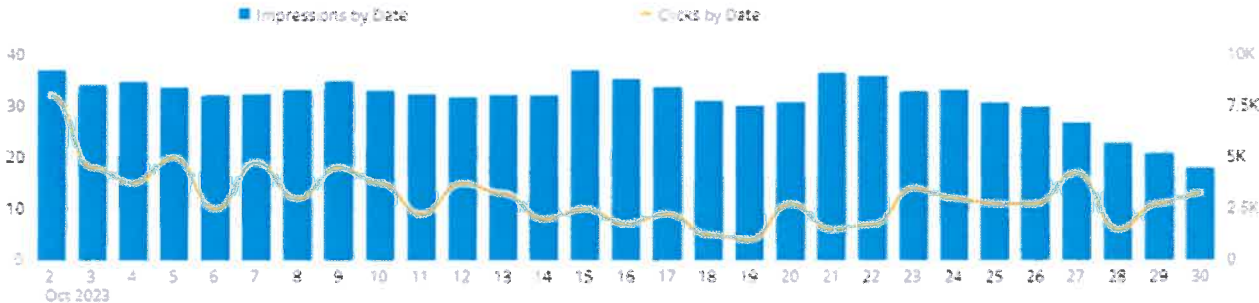
Advertiser

GDM Demo



Quick Date Selector

- Days Weeks Months Years 15
- Today Yesterday Last 7 days
- Last 30 days Last 60 days Last 90 days



Your Branding Campaign Investment:

Create massive awareness of the City of Gladstone and all there is to see, do and enjoy as a visitor or a resident.



Planner:

- Monthly Investment: \$1,000 *Amended to 125,000 during proposal from the team. -Patricia West*
- Monthly Commercials: 100,000 views to your target audience on Social Media
- Monthly Creative Updates: Made by your TV6 Producer, billed as needed

\$1,000 digital campaign x 12 months + \$1500 Production= \$13,500 Total Investment



X _____
Approved by City of Gladstone Date:

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising. Agreement subject to a 30-day cancellation policy.

When completed and signed, this contract authorizes your participation and financial obligation in this campaign. Due to the nature of this campaign client/agency unconditionally assumes an obligation for payment. Gray Television, Inc. and its stations do not discriminate in advertising contracts based on race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate based on race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

**Thank you.
We look forward to working
alongside you to bring the
City of Gladstone
messaging to the masses
to help maximize your
visibility and relevance with
visitors and prospective
residents.**



Veronica Tackman



906-420-2453



vtackman@wluctv6.com



PROPOSED DRAFT

Item 3.

Goal 8: Marketing

| OBJECTIVE | STRATEGY | PRIORITY | OWNER |
|--|--|-----------|--|
| Build recognition for the City of Gladstone as a reputable and respected housing community throughout northern Michigan and Wisconsin. | Delegate ownership to fund and oversee marketing initiatives of the City of Gladstone. | Near-Term | City Manager |
| | Explore revisions to a new city logo and improve our branding toolkit to be used on future marketing materials and signage, making the community easily identifiable across all mediums and platforms. | Near-Term | City Manager |
| | Improve the City's communication efforts with its residents to increase awareness, involvement, and buy-in of current initiatives. | On-Going | City Manager |
| | Partner with Gladstone Area Schools to promote the benefits and strengths of the school system to attract new residents. | On-Going | City Manager |
| | Position the City of Gladstone as a recreational hub, promoting the outdoor recreational facilities located within our city, as well as the many amenities just a short drive away. | On-Going | City Manager |
| | Market the expansion of new waterfront housing on the North Shore with public outdoor recreational amenities available within walking distance. | Mid-Term | City Manager |
| Build a tourism industry to attract visitors to Gladstone. | Build relationships and partner with local visitor bureaus and the Chamber of Commerce to inform them of tourism opportunities within the city and encourage referrals to our community. | On-Going | City Manager |
| | Promote the city as a weekend get-away by ensuring the quality of short-term rentals are maintained for our visitors through the rental inspection program. | On-Going | City Manager |
| | Utilize resources from the State of Michigan, such as Pure Michigan and the Department of Natural Resources, to promote the City of Gladstone's waterfront amenities and recreational inventory. | On-Going | City Manager/ Parks & Recreation |
| | Partner with Midwest marketing publications to write promotional pieces about our community. | Near-Term | City Manager |
| | Consider billboard advertisements along highway routes leading to Gladstone to encourage visitors to stop at one of our many public assets. | Mid-Term | City Manager |
| Attract new business to our community to grow our economic base. | Streamline our practices to build a strong foundation of planning, zoning, and economic development by implementing Redevelopment Ready Community (RRC) best practices. | On-Going | City Manager |