



AGENDA
CITY COUNCIL - REBRANDING
MAPLE PLAIN CITY HALL
August 27, 2025
3:30 PM

1. DISCUSSION

A. Communications - Quarterly Newsletter & Leaflet

2. COUNCIL REPORTS AND OTHER BUSINESS

3. FUTURE WORKSHOP TOPICS

A. Budget and Initial Designer Discussion

B. Designer Concepts

C. Final Drawings

D. Design Edits

E. Permitting and Installation



Executive Summary

City Council – Rebranding Committee

AGENDA ITEM:	Communications - Quarterly Newsletter & Leaflet
PREPARED BY:	Kevin Larson – Assistant City Administrator
RECOMMENDED ACTION:	Discussion & Decision

Summary:

Overall Goal of Public Communications

- Timely information to inform the community
- Consistent and accurate message

Quarterly Newsletter

- Topics for newsletter – review and edit
 - Community News
 - Kwik Trip Ground Breaking (pg. 1)
 - Letter from the Mayor (pg. 2)
 - Orono Rotary Club – Veterans Day Ceremony (pg. 2)
 - Trunk or Treat (pg. 3)
 - Save the date – View Santa (pg. 3)
 - Party in the Park sponsor thank you (pg. 3)
 - Public Safety
 - Battle of the Badges (pg. 4)
 - Welcome WHPS – Officer Dan (pg. 4)
 - Welcome WHPS – Officer Avery (pg. 4)
 - MPFD Open House (pg. 5)
 - Welcome MPFD – Anthony Post (pg. 5)
 - Welcome MPFD – Joshua Liska (pg. 5)
 - Public Works

- The State Water Testing Fee will increase slightly in 2026, from \$2.45 to \$3.81 per quarter. This will be noted in the next city newsletter. (pg. 6)
 - Organic Recycling (pg. 6)
 - Yard Waste and Christmas tree pickup (pg. 6)
 - Fall Street Sweeping (pg. 7)
 - Hydrant Flushing (pg. 7)
 - Slow plowing Reminder (pg. 7)
- Administration
 - 2026 Budget (pg. 8)
 - Good Neighbor Award (pg. 8)
 - Open (pg. 8)
 - Sustainable Natural Landscapes (pg. 9)
 - Roadside Dumping & “Free” Items (pg. 9)
 - Dogs leash laws (pg. 9)
- Printing - Nystrom Publishing Company, Inc. (same as Independence)
 - Scope of work
 - 12 pages
 - 17x11 folded to 8.5x11 final size
 - 70# uncoated text paper
 - Full color throughout
 - Mail to 670 addresses
 - 30 extras to Jacob
 - 700 total print
 - Printing & Mailing - \$1,115.38
 - Postage Estimate - \$319.60
 - Total Estimate - \$1,434.98
- Layout/Design – KB Web & Print
 - Scope of work
 - Format in InDesign: Template and copy provided by MAPLE PLAIN. MAPLE PLAIN will also include any images that they would like to use.
 - 8 – 12 pages. 4 color throughout.
 - KB will provide any additional design work as requested. Display ads for events (including .png for social media use.)
 - 3 rounds of edits. More, if needed for 1st issue.
 - Timeline TBD. Approx 2 weeks from copy submission to first draft. Drafts provided in PDF format unless requested. Edits may be provided according to Maple Plain’s preferred method. (PDF markup, word doc etc.)
 - After final approval, KB will run prepress, package and upload files to Nystrom printer. Printer to provide final proof before press.
 - If purchase of stock images is required, after approval of image and cost, MAPLE PLAIN will be billed on a per image basis. All other images provided within quote.
 - Initial (one-time) design estimate \$200-\$300

- Cost quote
 - Cost: \$50 hour
 - 8 pages: approximately \$400 (not to exceed \$600)
 - 12 pages: approximately \$600 (not to exceed \$800)
- Fall newsletter timeline
 - ~~Week of August 18 — compile the topics (hopefully we can meet on 8/21 or week of 8/25 to review the list)~~
 - Week of September 15th First draft completed. I would like the committee to review and comment on the draft.
 - Week of September 22nd final draft completed
 - Go to print on 9/30 and mail out to residents on 10/1

Leaflet

- Current Process
 - Gather 4-5 topics written in a headline manor with links to an information page on the City website.
 - Send a copy of the Leaflet to the City Administrator and Mayor for review
 - Make any necessary edits and sent out. Typically, on Fridays every 2-3 weeks.
- Next leaflet - Week of August 11th
 - Topics
 - MP Fire Department consolidation
 - Battle of the badges
 - Organic Recycling
 - Sustainable landscapes
 - Dumping of trash
 - Suicide & crisis
 - Upcoming events