



## **Agenda**

### **City Council Work Session**

Oelwein Community Plaza, 25 West Charles, Oelwein, Iowa

6:30 PM

February 22, 2021

Oelwein, Iowa

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**Mayor:** Brett DeVore

**Mayor Pro Tem:** Warren Fisk

**Council Members:** Matt Weber, Renee Cantrell, Tom Stewart, Lynda Payne, Karen Seeders

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#### **Pledge of Allegiance**

#### **Discussions**

- [1.](#) Discussion on Fees and Marketing

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#### **Adjournment**

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 319-283-5440



# Oelwein Rates

2/22/2021

# Tree Utility

- Raise 1.05
- Add \$30,000
- Remove in five years when Ash tree is taken care of
- If fee does not raise the city will need to bond or use Road User Tax



# Trash

- Auditor does not like the current system
  - Based on household size
  - Only ask for household size when they sign up
- Go to a flat fee for residential
  - Commercial is based on container size
- \$75.00 annually which is \$6.25 monthly
  - Keep extra can charge
  - Will not adjust based on can size



# Recycling

- Charge comes from county for blue recycle bins
- Current fees do not support cost
  - Reserves have covered gap for two years
- Increase \$.10 for each account \$1.02 annually





To: Mayor and City Council

From: Dylan Mulfinger, City Administrator

Subject: Marketing

Date: 02/22/2021

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I am frequently asked what I am working on as an employee at the City of Oelwein and my response more than it should be is, “nothing”. I am provided the chance to share so much about the city during this conversation, but I still resort to saying nothing. The City as an organization must change the way it presents itself to the area, and most importantly, its community members. Staff in the organization does not have the time or expertise to properly market the organization. I am requesting from City Council funding to sign a contract with Fusion Forward in the amount of \$15,600 for 20 hours of monthly marketing.

I have grand ideas for how to market the city and I want to share those with council showing them how we will use this contract.

- Celebrate our projects
  - Each time the city completes a million-dollar project we have council finalize the project, and we no longer talk about it. Fusion Forward would do a quick interview on the project and provide us with materials to show our community members the success on social media and our website. This can be in the form of an information page or go as far as a video. Each progress will be shown to the public and help community understand where their taxes are being spent.
- Pictures
  - The city is in desperate need of pictures to show off the many things that are happening in Oelwein. While we all have smart phones, you pay for what you get. I believe a professional photographer that works with Fusion Forward can show off the great things that are happening in Oelwein and the many amenities we have in this community. I know that with this new inventory of pictures we can change out our website more than once every four years from a picture taken by the City Administrator.
- Spotlight
  - We want to spotlight several areas in the city whether it is a new policy, department, or code change. We can use fusion forward to build material and send out press releases that show exactly what we are doing at the city. Having experts help us in explaining rate changes or explaining the new snow ordinance would be helpful to all community members.
- Branding
  - The city has a logo, but after that we do not have much to market. We hope to expand our brand and show how the city is working for the community and the ways we improve the lives of all community members.



I hope that council takes the time to ask questions about this proposal and considers the positive impact we can have on the image of the organizations and the community. I am excited for the city and I believe this step will greatly increase Oelwein's image across the north east Iowa and the state.



# FUSION FORWARD

DESIGN & MARKETING

## Services Provided:

**Meeting and Counsel.** FUSION FORWARD will be available and will make reasonable efforts to attend all Client business functions which Client desires FUSION FORWARD to attend that are related to the purpose of this Agreement. FUSION FORWARD will be available in person, by telephone and/or email during normal business hours, from 9 AM to 5 PM, CST, Monday – Friday. FUSION FORWARD will provide advice and consulting with respect to the Services. Consulting may include recommendations to the Client’s staff and representatives on proper timing, means and delivery of communicating for and promoting the Client.

**Writing.** FUSION FORWARD will write press releases and other communications for public distribution, as directed. The Services shall include time spent by FUSION FORWARD to plan, research, set strategic goals, maintain branding and revising projects for Client.

**Social Media.** FUSION FORWARD will assist with content and postings on Client’s Facebook, Twitter and other social media platforms. Client will give FUSION FORWARD admin access to these accounts for the duration of this Agreement to allow FUSION FORWARD to carry out the Services.

**Website.** FUSION FORWARD will make website design, updates and text/image updates.

**Branding.** FUSION FORWARD will provide branding and marketing strategies, as well as design of marketing materials.

**Media Contact.** FUSION FORWARD shall distribute communications intended for media outlet to relevant media representatives.

**Ordinary Expenses.** FUSION FORWARD shall pay for its own typical and ordinary business expenses, such as local travel and normal office expenses.

## Pricing Breakdown:

|                                     |                |
|-------------------------------------|----------------|
| _____ 10 hours of Monthly Marketing | \$700.00/month |
| _____ 20 hours of Monthly Marketing | \$1,300/month  |
| _____ 40 hours of Monthly Marketing | \$2,400/month  |