CITY COUNCIL INFORMAL MEETING
AUGUST 4, 2025
602 S. Main St.| 5th Floor Council Chambers | Joplin MO 64801
5:15 P.M.

AGENDA

1. REVIEW OF JOPLIN AREA CHAMBER OF COMMERCE CONTRACT

   Documents:

   ORD. 2023-146 - JACC CONTRACT.PDF

2. MARKETING & COMMUNICATIONS DEPARTMENT UPDATE 2025

   Documents:

   MARCOM DEPARTMENT UPDATE AUG 2025.PDF

Notice posted at 12 p.m. on this the 31st day of July 2025. (RSMo 610.020)

COUNCIL BILL NO. 2023-013 **ORDINANCE NO.** 2023-146

AN ORDINANCE authorizing the City of Joplin to enter into an Agreement with the Joplin Area Chamber of Commerce for the purpose of providing economic development consulting services; and authorizing the City Manager to execute said Agreement by and on behalf of the City of Joplin, Missouri and containing an emergency clause.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, as follows:

Section 1. That the Agreement by and between the City of Joplin, Missouri, and the Joplin Area Chamber of Commerce, retaining the Joplin Area Chamber of Commerce for the provision of economic development consulting services, a copy of said Agreement being attached hereto and incorporated herein as Exhibit "1", be and the same is hereby, approved.

Section 2. That the City Manager of the City of Joplin is hereby authorized and directed to execute said Agreement by and on behalf of the City of Joplin, Missouri.

Section 3. That the City hereby declares that this Ordinance dealing with a general appropriation, is considered an emergency within the meaning of Section 2.12(4) of the Home Rule Charter of the City of Joplin, Missouri, and, as such, this Ordinance shall become effective immediately upon its passage. Specifically, this Agreement needs to be in place for the 2023-2024 fiscal budget year.

PASSED BY THE COUNCIL OF THE CITY OF JOPLIN, MISSOURI, this 16th day of October 2023, by a vote of 7-0-2. Absent: Copple and Spencer.

Douglas W. Lawson, Mayor

ATTEST:

Holly Nagy, City Clerk

APPROVED AS TO FORM:

Peter C. Edwards, City Attorney

AGREEMENT FOR ECONOMIC DEVELOPMENT CONSULTING SERVICES

THIS AGREEMENT entered into this 30 day of October, 2023, by and between **CITY OF JOPLIN, MISSOURI,** a constitutionally chartered Missouri municipal corporation (hereinafter "City"), and **JOPLIN AREA CHAMBER OF COMMERCE**, a Missouri Benevolent Corporation (hereinafter "JACC").

WHEREAS, the City wishes to contract for Economic Development Consulting Services, and;

WHEREAS, JACC wishes to provide Economic Development Consulting Services to the City, and;

WHEREAS, the parties desire to memorialize the terms, covenants, and conditions for the Economic Development Consulting Services in this Agreement.

NOW THEREFORE, in consideration of the mutual promises contained in this Agreement and other good and valuable consideration,

1. **Term.** This Agreement shall be for a term of one (1) year, effective November 1, 2023, and ending October 31, 2024. This contract may be terminated by either party with sixty (60) days written notice with or without cause.

2. **Renewal Terms.** This Agreement shall automatically renew for successive one (1) year terms unless either party terminates the Agreement or in the event a new agreement is executed. Any renewal term is contingent on and subject to budget appropriation adopted annually by the City Council.

3. **Services to be Provided.** During the term of this Agreement, JACC shall:

- Serve as the City's first point of contact for economic development services.
- Conduct business recruitment activities designed to provide new jobs and an improved tax base for the community.
- Produce materials that market and promote the City including a website and information packets for prospective businesses.
- Provide quarterly market analyses on number of jobs, job sectors, and wages compared to state and national statistics.
- Build mutually beneficial relationships with national, state, and regional entities engaged in economic development.
- Assess issues of concern to local businesses and assist with promoting a healthy business climate within the community.
- Facilitate programs for business retention and expansion for existing businesses in the City.
- Such other services, as the parties agree may be feasible, necessary, and appropriate to help expand the City's job base and improve the City's tax base.

Exhibit "1"

- Build a structural improvement to Joplin's entrepreneurial ecosystem through collaborations, combining capacities and programs to promote and provide workspaces, educational programs, pitch competitions, mentorships, and networking opportunities where technology, innovation, and entrepreneurship can thrive.
- Build and market the Joplin brand for both business and talent attraction.
- Provide all deliverables and performance measures outlined herein.

4. **Fees and Expenses.** The City agrees to pay JACC a consulting fee for the services outlined in this Agreement (the "Fee") attached hereto as Exhibit A, in the amount of Two Hundred Fifty Two Thousand Dollars ($252,000.00). The Fee shall be paid in monthly payments to JACC. The Chamber shall submit an invoice with detailed supporting documentation within 15 days from the end of each calendar month describing the services provided and expenses reimbursable by City incurred in the prior month. The Fee is subject to and conditioned on budget appropriation from the City Council and the Fee for each renewal term may be increased or decreased each year based on the budget appropriation from the City Council. Any reimbursement request not deemed to be documented satisfactorily, isn't consistent with the approved JACC line item budget, or the City deems as inappropriate shall not be reimbursed by the City. Provided, reimbursement approval will not unreasonably be withheld.

5. **Notices.** Any notice required to be given under this Agreement shall be served by certified mail, postage prepaid, delivery, fax (receipt confirmed), or overnight courier.

6. **Applicable Law and Venue.** This Agreement has been made, and its validity, performance, and effect shall be determined, in accordance with the laws of the State of Missouri and venue for litigation between the parties shall be solely and exclusively in Jasper County, Missouri, or the United States District Court for the Western District of Missouri.

7. **Entire Agreement.** This Agreement sets forth the entire agreement and understanding between the parties on the subject matter of this Agreement. Neither party shall be bound by any conditions, definitions, representations or warranties with respect to the subject matter of this Agreement other than those as expressly provided herein.

8. **Amendments and Waivers.** Changes, modifications, or amendments in scope, price, or fees to this Agreement shall not be allowed without a prior formal contract amendment approved by the Mayor and the City Council in advance of the change in scope, price, or fees. No modification of this Agreement shall be binding unless made in writing and executed by both parties. No waiver by either party or any breach or obligation of the other party under this Agreement shall constitute a waiver of any other prior or subsequent breach or obligation.

9. **Performance Measures.** JACC shall provide the following deliverables. Performance measures are included (with examples) for each item and will be used to evaluate the work performed throughout the entire term of the Agreement.

A. **Economic Development Infrastructure.** The City wants to develop appropriate infrastructure necessary to foster economic development opportunities for the City of Joplin. The

City will work to identify future development sites, and work to complete necessary tasks so that sites are more "ready" for immediate business opportunity availability.

Performance measures:

- Positive relationship with the Missouri State Economic Development Council & Appropriate communicated vision for Joplin.
- Marketing Materials Directed Toward Target Industries
- Creation and distribution of Industry packets, promotional materials such as videos, DVD's, etc.
- Real Estate Development – identify and market as needed sites & buildings ready for development.
- Establish market Statistics & Demographics
- Develop Regional partnerships by working with the regional economic development council.
- Work with existing employers to develop workforce; attract quality employees to the City.
- Assess and advise City on needs for potential site development.

B. Business Retention and Expansion. The City wants to ensure existing businesses thrive and remain or expand in Joplin. JACC shall solicit regular feedback from existing businesses to determine how they can best be served and how programs can be developed to leverage their assets and the assets of other similar businesses and the assets of the City of Joplin. JACC will also develop a coordinated effort to attract and retain workforce talent to Joplin, which has been identified by the Joplin business community and the biggest prohibitor to their growth and success.

Performance measure:

- Development of business community data
  - Retention rate for existing businesses
  - Existing employee headcount
  - Other data as reasonably requested by and coordinated with the City
- Provide technical assistance to existing businesses to assist them to retain jobs and/or expand.
- Bring or organize appropriate seminars and training to Joplin, MO, or offered within the region that would benefit Joplin-based companies.
- Execute an ongoing call program with existing major employers.
- Analysis of existing businesses by utilizing Business Registry Data to evaluate growth, decline, establishment, or closure of existing businesses within the City of Joplin.
- Develop or recommend training & education opportunities to start-up businesses.
- Promote and provide workspaces, educational programs, pitch competitions, mentorships, and networking opportunities where technology, innovation, and entrepreneurship can thrive.

C. Business Attraction. JACC shall take steps necessary to ensure that Joplin competes at local, state, national, and international levels for prospective businesses. In addition, JACC shall

actively promote the City at the state, national, and international levels, particularly to companies in the advanced manufacturing, distribution, transportation, and technology. JACC acknowledges the City desires to attract jobs with higher skills, higher wages, and higher benefits, and JACC will pursue companies in the targeted sectors that meet those goals.

Performance measure:

- Conduct a minimum of 10 promotional or marketing visits annually, either in Joplin or at the site selector's location.
- Evaluate, recommend, and attend a minimum of 2 trade shows or similar events annually. Communicate and encourage attendance at such events by Administration Staff and/or Elected Officials.
- Measurement and tracking of number of home grown businesses locating in Joplin
- Measurement and tracking of new businesses in Joplin.
- Report on employee headcount, wages, and capital investment attributed to new businesses.
- Assistance in the coordination and development of a regional economic development council.
- Advise on number of business contacts made and status of pending projects.
- Active website, updated content.
- Report quarterly on website activity.
- Maintain & review community profile with state and regional economic development agencies.

D. Strengthened Relationship with State and Regional Economic Development Organizations. These organizations are assets to the City's economic development efforts. They can provide free marketing for the City and expand our contact base and opportunities. Fostering relationships with these organizations will provide a competitive advantage at the state and regional level and ensure that the City receives feedback from prospective companies about what Joplin can do to provide an attractive business package. JACC shall serve as the primary point of contact for the City for economic development related purposes.

Performance measure:

- Regular meetings with State and Regional Economic Development Organizations and other relevant organizations
- Documented efforts and participation in regional partnership
- Positive relationship with State and Regional Economic Development Organizations and appropriate communicated vision for Joplin

E. Market Statistics and Demographics. The City is interested in receiving up to date market statistics and demographics for existing businesses and labor shed and market data for businesses interested in locating in Joplin, MO.

Performance measure:

- Utilize and provide updated market, trend, and demographic analysis through current studies.

F. Reports and Presentations to the Mayor and City Council. JACC shall provide a written report for the Mayor and City Council on a monthly basis. Reports and presentations should outline the tasks accomplished and include statistics for each performance measure outlined herein.

Performance measure:

- Written report monthly to Mayor and City Council.
- Quarterly presentation to Council.
- Timely updates to Mayor and City Council on potential and ongoing projects as necessary.

The City recognizes that the overall economy will affect some of the performance measures and success will be outside the control of JACC. The City also recognizes that some of the needed statistics are not currently collected in a systematic way. However, the City expects JACC to show evidence of experience in conducting comparative market and trend analyses and due diligence in amassing the detailed information necessary to support the Economic Development efforts.

G. Performance and Job Creation. The parties agree that the Chamber shall set an annual goal for job creation and new construction for the term of this Agreement. Parties agree that retention and expansion of existing firms and attraction of new firms, particularly those in the business sectors noted in this Agreement, is important to the economic vitality of the City. To that end, new job creation directly attributed to the above economic development efforts will also be considered as part of the performance for the JACC.

The City acknowledges achievement of these goals is dependent upon multiple factors beyond the services provided by JACC under this Agreement. Such factors include, but are not limited to, City administration, local schools, transportation and infrastructure capabilities, available work force, and national, state, and local economic conditions. The parties agree the services provided by JACC under this Agreement are intended to maximize the competitiveness of the City for expanded economic development and creation of quality jobs.

10. **Budget, Audit and Accounting.** JACC shall submit a proposal identifying how City funds will be utilized by JACC during the next fiscal year. Said proposal shall identify programs and special projects and shall set forth a budget. Based upon the proposal submitted by JACC and upon approval by the City Council, JACC shall file annually, before July 1st of each year, a report with the City Manager and the City Clerk outlining the economic development services and activities provided by JACC under this Agreement. The parties acknowledge that JACC may reallocate expenditures among the budget line items as necessary through the year so long as the total City appropriation is not changed. JACC shall give the City written notification of any reallocation. Payment of invoices will be contingent on the Chamber providing proper documentation for all expenses and the expenses being eligible expenses based on the approved

proposal. JACC shall provide the City with a statement from the JACC Auditor, in a form approved by the City and the JACC Auditor, stating that City funds were used as intended. JACC will make its complete Audit available to the City to review, upon request. For this Agreement covering the initial term, the budget proposal is attached hereto and incorporated herein as Exhibit A.

11. **Missouri Sunshine Law.** City contracts and documents prepared for the City while performing city contractual work may be subject to the Missouri Sunshine Law. If a Sunshine request is presented to the City, JACC will assist the City to provide copies of Public Records generated by JACC as prescribed in the Missouri Sunshine Law. In such instance, only legally authorized photocopying costs pursuant to the Missouri Sunshine law may be assessed for this compliance.

12. **Independent Contractor Indemnification.** The parties to this Agreement agree that JACC is an independent contractor and shall not, under any circumstances, be deemed an employee of the City. JACC to indemnify, defend, and hold harmless the City, its officials, employees, and agents, from and against any and all loss, liability, or damage as a result of claims, demands, costs, or judgments arising by virtue of this Contract, or of whatever nature, made by or on behalf of any person or persons for any wrongful act or omission arising from its operation under this Contract.

13. **Indemnification.** JACC shall abide by all federal, state and local laws, rules, regulations and ordinances, which may now or hereafter be in effect, applicable to providing services under this Agreement, and agrees to indemnify, defend, and hold harmless, the City, its officials, employees and agents, from and against any violation of said laws, rules, regulations and ordinances.

14. **Workers' Compensation Insurance.** JACC shall provide any workers' compensation insurance for its employees as required by State law. JACC shall also maintain motor vehicle insurance pursuant to minimum State requirements for operation of any motor vehicles under its direction and control.

15. **Equal Employment Opportunity.** This Agreement is subject to all federal, state and local laws, rules and regulations pertaining to equal employment opportunities. JACC shall not discriminate or permit discrimination in violation of federal or state laws or local ordinances because of race, color, sex, age, disability, political or religious affiliations or national origin.

16. **Conflicts of Interest.** JACC agrees that no employee of JACC, or its designees or agents, shall have any interest, direct or indirect, in this Agreement other than in the direct course of his/her employment with JACC.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first written above.

FOR THE CONSULTANT
Joplin Area Chamber of Commerce

BY: _____
Travis Stephens
President

Date: 10/31/23

FOR THE CITY OF JOPLIN

BY: _____
Nicholas Edwards
City Manager

ATTEST: _____
Holly Nagy,
City Clerk

APPROVED AS TO FORM:

_____
Peter C. Edwards,
City Attorney

Exhibit "1"

Marketing & Communications

DEPARTMENT UPDATE

Mission & Purpose

Goals & values of our department. Our philosophy and approach.

Team Profiles

Meet the team and understand their responsibilities.

Metrics & Insights

Measuring how loud we are, whether the messages are being recieved, and to what degree we’re making an impact.

Key Initiatives & Future Vision

Checking in on our major projects and sharing ideas we have for how our department can evolve to make deeper, lasting impacts.

Marketing & Communications

JOPLIN'S NEWEST DEPARTMENT

Est. 2024

We're the Marketing & Strategic Mass **Communications** & Public Information & Community Engagement & Brand Management & Reputation Management & Crisis Communications & Public Relations & Media Relations & Content Development & Advertising Planning & Online Experience & Social Media Management & Internal News Room & Event Planning & Photography & Design & Video & Writing Stuff **Department**.

Marketing & Communications

MISSION & PURPOSE

Our Mission:

The Marketing & Communications Department exists to ensure accurate, timely, and coordinated information is being provided by the City of Joplin to citizens, visitors, and potential residents of our community.

Our Primary Objective:

The primary objective of the department is to implement effective, efficient, and coordinated communications efforts to promote a positive image and attract and retain people and businesses to the community.

Marketing & Communications

MISSION & PURPOSE

Our Desired Outcomes:

- Build **trust** and affinity with key audiences by **raising awareness** of and **engagement** with the City's efforts.
- **Promote** a positive image of **Joplin**.
- Use appropriate practices and methods to communicate **accurate**, **timely** and **coordinated** information throughout the community.
- Highlight Joplin's **accomplishments**, **projects** and **programs** to current and prospective residents and businesses.

Marketing & Communications

APPROACH & PHILOSOPHY

Our Main Thing:

To **build trust**, all our communications must be **accurate**, **timely** and **strategic**.

Marketing & Communications

APPROACH & PHILOSOPHY

Our Goals & Values:

- Provide **surprisingly helpful** customer service.
- **Advocate ethically** & advise **best practices**.
- **Build trust** across the community. **Accuracy** is paramount.
- Be **transparent**. Show how the City is doing its homework.
- Foster **constructive** dialogues.
- Implement best possible **design & user experience**.
- **Tell the story** of the municipal organization and community.
- **Proactive** communication, not just reactive response to questions.
- **Be strategic.** Research, plan, implement, analyze results.

Marketing & Communications

MEET THE STARTING FIVE



The Dream Team!

Marketing & Communications

MEET THE STARTING FIVE



Lynn Onstot

Public Information Officer

Team Member Since:

February 2003

Core Responsibilities:

- Media Relations
- Press Releases
- Lead Content Writer
- Event Planning

Marketing & Communications

MEET THE STARTING FIVE



Tony Otero

Webmaster

Team Member Since:

June 2024

Core Responsibilities:

- Website
- Staff Portal
- Lead Graphic Designer & Brand Developer
- Document Layouts

Marketing & Communications

MEET THE STARTING FIVE



Fryendz Wallace

Video Specialist

Team Member Since:

July 2024

Core Responsibilities:

- Video Production
- Video Editing
- Principal Photographer
- Photo/Video Asset Archiving

Marketing & Communications

MEET THE STARTING FIVE



Abigael Killinger

Communication Specialist

Team Member Since:

March 2025

Core Responsibilities:

- E-Newsletter Production
- Social Media Coordination
- Content Writer, Designer, Photographer
- Data Tracking & Analysis

Marketing & Communications

MEET THE STARTING FIVE



RETIRING SOON!

Lynn Onstot

Public Information Officer

Team Member Since:

February 2003

Core Responsibilities:

- Media Relations
- Press Releases
- Lead Content Writer
- Event Planning

Lynn will be retiring on May 8, 2026
With 23 years of service to the City.

Marketing & Communications

METRICS & INSIGHTS

Media Relations:

160-175 press releases sent annually.

Average **over 5 media requests** per week.

Marketing & Communications

METRICS & INSIGHTS

Print Newsletters:

Mailed **quarterly** to every residential address inside the city...

24,408 addresses at last mailing.

Marketing & Communications

METRICS & INSIGHTS

Email Newsletters:

We began emailing **monthly** newsletters in November 2024.

July edition sent to **18,843 email addresses**.

Most recent **open rate: 51.1%**

Most recent **click rate: 2.8%** = 473 clicks.

Marketing & Communications

METRICS & INSIGHTS

Active Social Media Accounts:

- LinkedIn
- YouTube
- Facebook
  - 10 accounts owned by the City.
  - Some departments are more active than others in contributing/managing content on their accounts.

Marketing & Communications

METRICS & INSIGHTS

Facebook Accounts:

- **City Hall:** 21k followers
- **Parks & Recreation:** 14k followers
- **Police:** 61k followers
- **Fire:** 16k followers
- **Museum:** 4.3k followers
- **Health:** 5k followers
- **WIC:** 906 followers
- **Airport:** 1.3k followers
- ***Golf Course:** 1.5k followers
- ***Visit Joplin:** 16k followers

* These accounts are managed fully by their departments.

Marketing & Communications

METRICS & INSIGHTS

Facebook Posts to the City Hall Page:

- **2024 Q1:** 71 posts with total 291k reach
- **2024 Q2:** 71 posts with total 763k reach
- **2024 Q3:** 67 posts with total 227k reach
- **2024 Q4:** 65 posts with total 148k reach
- **2025 Q1:** 53 posts with total 265k reach
- **2025 Q2:** 71 posts with total 332k reach

Which means **2 million people** were reached in **18 months on Facebook**, and the **website took 24 months** to gain 2 million page views.

Marketing & Communications

METRICS & INSIGHTS

Website:

502 pages published on the website.

824k site visits over 2-year period (Aug. 2022 - Aug. 2024)

2.2 million page views over same period.

63% of site visitors use a mobile device. 36% use desktop.

Marketing & Communications

METRICS & INSIGHTS

Videos Produced:

- **1 State of the Community** video (thanks to Stormcloud Marketing)
- **4** Public Service Announcements
- **1** City Manager video message for staff.
- **11** Episodes of Show Me Joplin.
- **10** Episodes of the monthly Community Update with Mayor.
- **First episode** of Around Joplin with Fryendz.
- **Total: 27** video products since Oct. 2024.

Marketing & Communications

METRICS & INSIGHTS

Where to watch:

Our videos can be seen on **Facebook, YouTube, Vimeo,** and from the **Email Newsletter.**

Marketing & Communications

METRICS & INSIGHTS

Staff Newsletter:

July internal newsletter sent to **576 employee email addresses.**

Most recent **open rate: 55.6%**

Most recent **click rate: 5.2%**

Most-clicked link was to our benefits guide document.

Other content includes: Letter from the City Manager, Employee Spotlights, IT Matters message, Wellness Works Information, Employee Anniversaries.

Marketing & Communications

METRICS & INSIGHTS

Special Events:

- Ribbon Cuttings/Groundbreakings/Press Conferences
- Coordinating the City’s presence/booth at community events.
- **State of the Community event coming up January 14, 2026.**

Marketing & Communications

METRICS & INSIGHTS

A Note Regarding Metrics:

- We can easily measure **how loud we are**.
- Sometimes we can measure **how many people hear** the message.
- **It's hard to measure our impact.** We would need to conduct before and after surveys asking the community how they feel about the quality and volume of public information from the City, ease of finding information, do you feel the City is transparent, and other such sentiment questions.

Marketing & Communications

KEY INITIATIVES

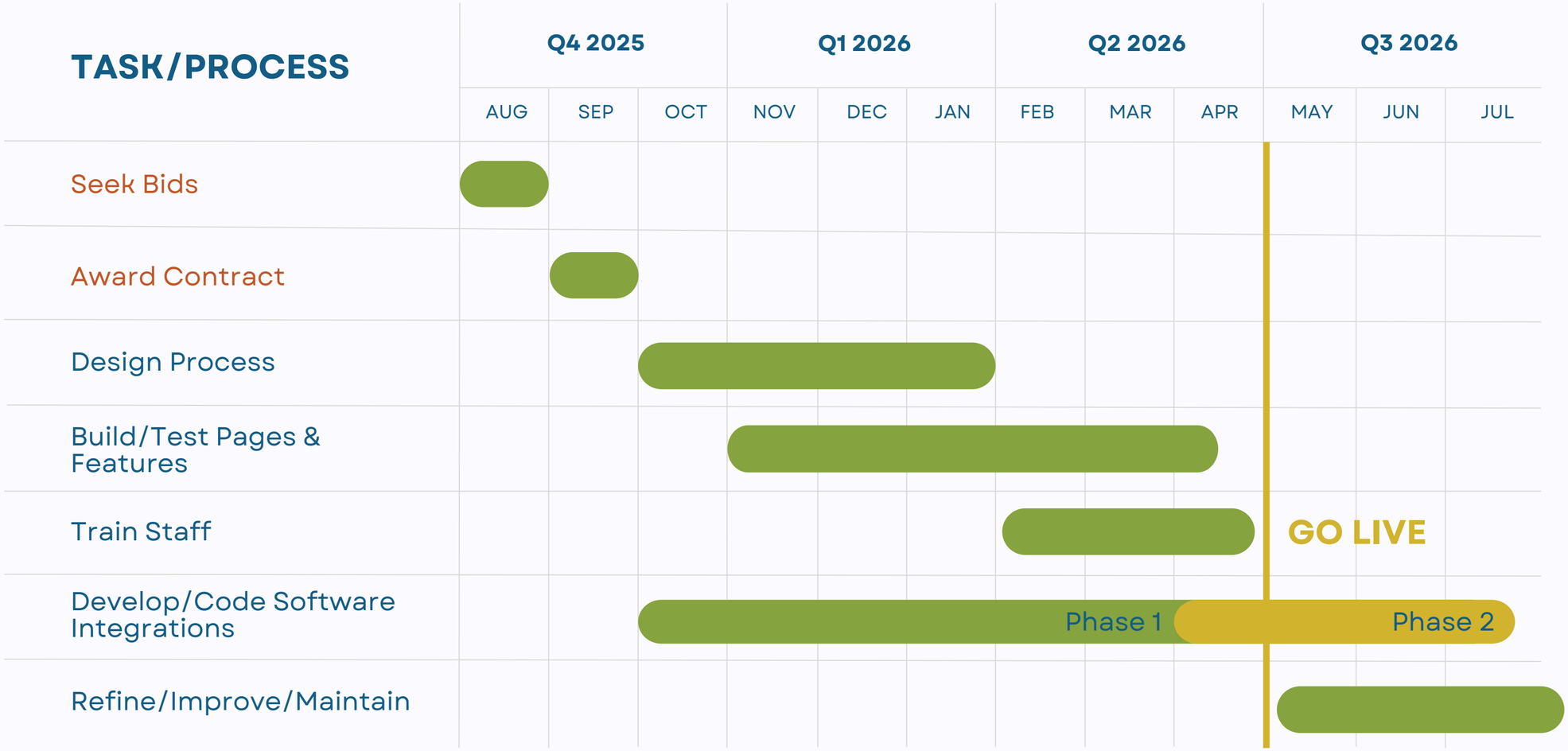
Major Projects In Addition To Our Normal Operations:

- **Website Redesign** - RFP draft in progress, goal to go live in May 2026
- **“Staff Portal” Intranet** - design & build in progress, goal to go live Dec. 2025
- **PAFR Document** (Popular Annual Financial Report) - 3rd Draft In Progress, goal to publish in September.
- **State of the Community event** - actively planning, Jan. 14, 2026
- **Expand & Enhance Proactive Communications** - Launched public and internal newsletters in November, launched 3 new video series, brought print newsletter design in-house, started employee spotlight program, etc.

Marketing & Communications

KEY INITIATIVES

Website Redesign Gantt chart:



Marketing & Communications

OTHER PROJECTS

Marketing Plans:

- **Airport Marketing:** Vendor contracted, Plan in progress
- **Bike Park Branding:** Vendor selection in progress for branding, then marketing.
- **Recruitment:** Not started.
- **Brand Awareness:** Not started.
- **Website Promotion** (After new site goes live): Not started.
- **Parks Programs & Aquatics:** Not started.
- **Transit:** Some work done for Trolley re-launch, but comprehensive marketing plan not started.
- **Museum:** Not started.
- **Golf:** Not started.

Marketing & Communications

OTHER PROJECTS

Policies & Procedures to Develop:

- Policy for Official Use of Social Media
- Review personal use of social media policy in employee handbook.
- Policy for Website Content Maintenance
- Policy for Promotion of Community Events/Initiatives
- Procedures for Email Marketing
- Review/Update Communications Portion of the Crisis Communications Plan.
- Written expectations for Communications Workflows.
- Review & Update Brand Standards

Marketing & Communications

FUTURE VISION

Ways Our Department May Contribute More In the Future:

- **More brand storytelling** - Feature stories showcasing the human impact of our programs & services.
- **Livestream video podcast** - Long-form interviews about complex topics where we could answer the public's questions.
- **Voter Education** - For any ballot issues that the Council may decide to put forward.
- **Expanding Community Engagement** - Assist various city projects and initiatives with community involvement through new website tools, surveys, and in-person activities.
- **Redesign All Publications** - Bring brochures, flyers, etc under consistent development & branding.
- **Standardize Social Media** - Bring all social media content for all accounts under standardized policies, procedures, and graphic design/branding standards.

Marketing & Communications

FUTURE VISION

More Ideas for Future Growth:

- **Promotional Materials & SWAG** - Coordinate the planning & purchase of all promotional materials to ensure a complementary strategy, consistent branding, and overall cohesion across depts. while possibly establishing a single vendor/shop to create savings for the City and allow employees or the public to purchase their own branded materials to show their Joplin pride.
- **Explore Sponsorship Opportunities** - Study and potentially implement a plan for coordinating the sale of sponsorships and advertising to create an additional revenue source.
- **Monthly Video Newscast** - Half-hour video newscast of the newsletter content.
- **Improve Customer Service** - Explore ways to improve customer service.
- **Digital Signage** - Explore possibility of digital signage in lobbies and outdoor digital billboards for public-facing messages, and digital signage in break rooms for internal communications.

Marketing & Communications

CONCLUSION

Thank you.

Questions?