



## MINUTES OF THE PUBLIC RELATIONS / MARKETING COMMITTEE

Conference Room | 1953 Municipal Way

Alabaster, AL

January 20, 2022

---

**CALL TO ORDER** 5:06 PM

**ROLL CALL** *Committee Members: Jamie Cole, Sophie Martin, Stacy Rakestraw*

**Others in attendance:** Brian Binzer, Neal Wagner, Patrick Johnson, Lisa Glasgow, Phillip Pritchard

### MINUTES APPROVAL

#### A. 11-22-2021 Minutes - Public Relations Marketing Committee

Stacy Rakestraw made a motion to approve minutes. Sophie Martin seconded. All were in favor. Minutes passed.

### AGENDA ITEMS

#### 1. Video Visions Media Marketing - Phillip Pritchard - Presentation of Streaming TV Service

Phillip Pritchard of VVMM - Presentation of Streaming TV Service.

#### 2. PR Specialist Neal Wagner - Update on Social Media Analytics

Neal gave presentation of analytics on social media. He has also created a City Instagram account. Jamie Cole recommended to have all Social Media listed in Alabaster Connection.

#### 3. WHY Media Agreement Discussion

Jamie Cole spoke regarding a proposed new agreement with WHY Media. Due to increased printing, shipping, and paper costs, WHY Media is asking for an additional \$4,000.00 per issue, increasing total amount of each edition to \$14,000.00. Sophie Martin mentioned that it would be wise to enter a two-year agreement with option of one year renewal thereafter. Jamie Cole made a motion to recommend a new two-year agreement with WHY Media at an increased cost of \$14,000.00 per issue. Stacy Rakestraw seconded. All were in favor. Motion passed to recommend to City Council the new agreement with increased cost.

### ADJOURN MEETING

Stacy Rakestraw made a motion to adjourn. Sophie Martin seconded. Meeting adjourned at 6:05 pm.