AGENDA 6b
DATE 3·3·20

CITY OF NORTON SHORES
COMMUNICATIONS & MARKETING DISCUSSION
February 19, 2020

A special meeting was held on Wednesday, February 19, 2020 at 2:00 p.m. at Norton Shores City Hall, 4814 Henry Street.

Present: Mayor Nelund, Council Members Hylland, Jurkas, Morgenstern, Moulatsiotis, and Sladick; also, Anthony Chandler, Mark Meyers, Shelly Stibitz, Jon Gale, Dan Hibler, and Ted Woodcock

1. Communications and Marketing Discussion

   Jason Piasecki and four staff members from the marketing firm Revel led a fact-finding discussion with City Council and staff. The exercise, part of the firm's Marketing Proposal Phase I work schedule, provided Revel with insight for development of a Communications and Marketing Plan for the City of Norton Shores.

Meeting adjourned at 3:40 p.m.

Shelly Stibitz

Shelly Stibitz, City Clerk