



AGENDA 7b
DATE 8-20-19
Internal Memo

August 13, 2019

TO: Mark C. Meyers, City Administrator

FROM: Anthony Chandler, Director of Administrative Services *AC*

SUBJECT: Request for Proposals/Qualifications – Communications and Marketing

The City's Strategic Plan 2019 update includes the concept to create a Communications Plan/Marketing Strategy to effectively engage citizens and promote Norton Shores to a wider audience. The first step in this process requires authorization from City Council to solicit proposals from qualified marketing and communication agencies.

I am requesting that this item be included on the consent agenda for the August 20, 2019 City Council meeting.