



# CITY OF BURTON

## PUBLIC ACCESS COMMITTEE MEETING

APRIL 18, 2018

### MINUTES

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Council Chambers

Special

5:00 PM

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4303 S. CENTER ROAD  
BURTON, MI 48519

This meeting was opened by Councilman Vaughn Smith at 5:03 PM.

#### A. ROLL CALL

Attendee Name	Title	Status	Arrived
Danny Wells	Councilman	Present	
Vaughn Smith	Councilman	Present	
Christina Conley	Councilwoman	Present	

#### B. STAFF PRESENT

Rik Hayman, Chief of Staff  
Bette Bigsby, Acting City Clerk

#### C. APPROVAL OF MINUTES

#### D. AUDIENCE PARTICIPATION

NONE

#### E. COUNCIL DISCUSSION AND ACTION

1. Explore the possibility of publishing a monthly page in the Burton View.

Mr. Smith said the purpose of the meeting is to look at the feasibility of putting a page in the Burton View. He was looking to have a page in the Burton View once a month. It would train the readers where to go if it was at a set location in the paper every month. Looking for dialogue. Look at the logistics. Who is going to do the work needs to be worked out. He introduced Mr. Pete Clinton, Advertising Director, from the Burton View.

Mr. Clinton showed a couple of examples of pages the View has done for other municipalities. One was an election page they had done for Flint Township. They wanted their residents to know where to vote. Recently contacted by Flushing Township to do an informational page for Flushing Township. They know every community is different. Just showing ideas. It would be designed specifically for Burton.

Mr. Smith said to think about calls that come into City Hall that could be out into the paper so people would have it. People always want to know about holiday, garbage pick up, and when yard waste going to start and end.

There is a concern that we have a segment of people that do not get the Burton View. We have to do some direct mail to portions of Davison and Grand Blanc. They get either the Grand Blanc View or the Davison View. We have had \$5,000 set aside for the last year. We don't want it viewed as propaganda. These people in Grand Blanc and Davison would need to be included in the distribution. We have to make sure it is not used for political purposes.

Mr. Clinton was not 100% sure if it was necessary to be on a monthly basis. There are a lot of different ways to communicate with residents. We would need a mailing list. Having it done on a monthly basis would keep the rates down. He would need the mailing list for those covered by Davison and Grand Blanc.

Rik Hayman asked if the Burton View had the capacity to do e-newsletters. I looked at communities in Genesee County as well as communities across the state. If we created the database you still couldn't do an e-newsletter. Mr. Clinton replied they do not at this time. But they can do PDF pages for use. Flushing Township's piece looks like stagnant information. Going to want to put different information each time.

Mr. Smith said if you know information way out you could put it in the paper. The more you put it in regularly the more the reading goes up. It's public money. How are the residents going to benefit from this? Not legal notices. Mr. Hayman said it could not replace public notices legally.

Mr. Wells stated he liked the format. Every month would be something different. Have to figure out who is going to do it.

Mr. Smith said it would be useful information we could remind residents. If you come up with a week or month when you don't have something there are fillers that could be used.

Mr. Clinton said they currently deliver to 11,000 houses in Burton. He said it could cost \$6-700 per page.

Mr. Hayman talked about static stuff Like garbage pick up times, name of Council members. Possibly move it on the page. Stack of fillers in case you can't fill the page. Is this a good concept and do we want to explore it further? We all conceptually think this is a good idea. I heard from Mr. Smith he sees some value in this. The next thing is how do we come up with the information and the mechanics of making it happen. This meeting so far is very good. This is the type of page the administration would be in support of. We initially had some concerns that this was going to be put out as a Council page and we had some concerns on how that would work. I am having less concern as I hear you talk tonight. Council could possibly have a role to say I would like to see this in this week. I think the mechanics of it has to go through a full time worker in the administration or someone in the administration. Doesn't seem like I am hearing any disagreement on this.

Mr. Wells said it is easy to agree on because this page is for the residents of the City of Burton. This an informative page. We are still going to have all news stories in there we don't have to pay for in there. If we want to buy a political ad we can pay for it out of our own pocket. If there is something the Council needs to put in there like parks & recreation and the library book sale that should go to the administration

in ample time. If we are going to have a special meeting that should go to administration in ample time I don't know what that time table is. I don't know how far in advance it has to be in.

Ms. Conley stated she would like to have it closer to the front. People see all the ads and throw it away. The Council might put some stuff in there too because it isn't getting in the Burton View. She thinks it is too far back.

Mr. Smith asked if they would have access to a copy writer if it was needed. Pete stated they have the capacity to put anything together. He envisions it being used for timely information. Every month could be different.

Mr. Smith stated we have to keep it non-political or we will destroy it. Mr. Hayman said if we don't we could run into Campaign finance issues. Pete said they wouldn't print anything political anyway. Political information has to have the disclaimer "paid for by".

Pete stated they also did an overrun of the election page and brought them so people could pick them up at the City. Pete said they would need some direction on what we would want in the paper.

Need to give Pete some direction as to what will appear on the page. Here is something we want every month. A point person to run information by to make sure it is correct.

Mr. Hayman stated about setting the ground rules. Who internally has the time?

Where are our boundaries? Goes to 11,000 homes. Mr. Wells says he knows they don't go to Maple Road. If we don't hit Grand Blanc their tax dollars are paying for this.

We hit zip code carrier routes. The first step is to cross reference the current boundaries. It can be done with technology.

Mr. Wells said what we need is pricing. Mr. Smith stated we have five thousand dollars right now. The only media we have that saturates the market is the Burton View. Residents are clueless as to what is going on at the City. Half of social media is fake news or someone's opinion.

A page is going to range from six to seven hundred dollars. Every paper is different in circulation. Circulation plays a role in the pricing. I have questions about crafting a proposal. Can give you different pricing. We are a direct mail newspaper.

Rik said he has to get something on the record from administration. Not a great vehicle to correct things because it is a monthly. Could be a vehicle to correct errors of fact that are going to be ongoing. Errors of fact are different than errors of perception or angle. Mrs. Conley said Council wants to put things in there. Like Council wants to make sure information about the Hot Chocolate Runs make it to the paper. The danger comes when the Council decides it wants some viewpoint in there and they are dealing with a copy writer at the Burton View and not going through the administration. We couldn't use it to get a viewpoint across. It is a city page not

a council page not an administrative page. We have to be really careful about that. What it is really about is process.

Mr. Smith feels it should be like a two party check if either side disagrees it doesn't go out.

The only person in the City that can pay a bill is the Mayor. The council appropriates. Just want to make it clear before any work started I just want to make it clear you would have to know that the Mayor intended for that work to go forward and she was willing to cut the check. I don't want any expectation if something went south on this you went ahead with this and that you went ahead because you had a reasonable expectation to get paid and didn't go through the administration.

Mr. Wells stated as with all other committees this is just a recommending committee. Administration is going to be involved. This has to go to the City Council we are still going to have some dialogue about it not just the Council. We are just trying to get information out to the people. We have to do the legal thing with this page. If anything goes out we do a vote on this and the administration has veto power. Both parties have to sign off. Council would get it in their packet if it goes 4-3 then it goes. If not, it doesn't go.

Rik said he is representing the administration very open minded. Glad to have examples. Initial reaction to last part of conversation have to see where it is going. Mr. Smith said for this to work long term there has to be buy in on both sides. It is a great vehicle to push out information. Rik believes we need to find out the cost of getting the information into the Grand Blanc and Davison area.

Pete said we need to have the exact boundaries. We need to know how much over run. If it goes to Maple Road it has to be a Burton View.

Ms. Conley feels if the Council wants to put something in there they should be able to do it going through the administration. Rik says he wants to eliminate things going to the paper and being worked on with a copy writer and administration will see it when it is printed.

Mr. Wells says he doesn't see it happening because he is going to push for it to be approved by both sides. Pete said he will be the point person and will work with the point person from the City. Pete would get the information to the point person.

The examples provided are what the community needs. Don't want to get into the notion that the administration provided pre-written information to a reporter. Don't want this page used in that manner. The information is great. Training people to look at the same page each month.

You can reserve a page with a premium percentage. We usually charge 15-20 percent plus a premium on top of that. If you say you want this page every time they have to go up four pages. Mr. Smith would like to see an anchor position if possible.

Mayor will be the one to determine who. It won't be difficult once we get a template. Initial page suggestion could be contact information for city departments. That could

end up on the refrigerator. May be repeat it every six months. The more we can make this as regular as possible the better.

How long would it take to put some numbers together adding Grand Blanc? Put a quote together just an informational page. Have Pete put it together and have a Public Access meeting to go over it. Have a quote together within a week. Pete will look at zip code information and carrier routes to see how many missing. He wants to have that drawn up before the proposal.

We need to have some structure as to how it will work internally. Come up with some sort of initial template that would move the project along. We need a price and availability at this point. The committee should try to get every bit of information we can before we bring it back to City Council.

There was some discussion on getting pictures to use in the paper and on the website. Pete will also provide a price on the 4 page voting information piece.

<b>RESULT:</b>	<b>RECOMMENDED [UNANIMOUS]</b>
<b>MOVER:</b>	Danny Wells, Councilman
<b>SECONDER:</b>	Christina Conley, Councilwoman
<b>AYES:</b>	Wells, Smith, Conley

Meeting was adjourned at 6:17 PM.

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