



Communications Committee

January 29, 2026

6:00 PM

Notice is hereby given that the Communications Commission of the City of Brentwood, Missouri, will hold an Open Meeting in the Council Chambers at City Hall located at 2348 S. Brentwood Blvd., Brentwood, MO 63144. Virtual Access is also available via Zoom

Instructions to Participate Virtually

Zoom Webinar: <https://us02web.zoom.us/j/87415436321>

Dial: 301-715-8592 /// **Webinar ID:** 87415436321

YouTube Channel: [Brentwoodmo Govtv](#) - Watch a live video broadcast

Instructions for Public Comments

You may email comments no later than 24 hours before the start of the meeting. Submit public comments to CityClerkOffice@brentwoodmo.org. Public comments, provided they comply with the City's guidelines, will be read during the meeting, made a part of the official record of the meeting, and made accessible to the public online following the meeting.

The City of Brentwood will provide reasonable accommodations for people with disabilities to enable their attendance at city meetings. Please contact the city administrator's office at 314-962-4800 extension 8608, use relay Missouri 1-800-735-2966 TDD or contact us by email at CityClerkOffice@brentwoodmo.org at least 48 hours prior to the meeting to make your accommodation request.

Posted this 27th day of January, 2026 at 4:00pm.

By: Octavia Pittman, City Clerk

A. CALL TO ORDER & ROLL CALL

1. Call to Order - Roll Call

B. AGENDA APPROVAL

1. Agenda Approval

C. CITIZEN COMMENTS

1. Citizen Comments

D. REPORT OF COMMITTEE CHAIR AND MEMBERS

1. Chairman Gould
2. Alderman Plufka
3. Cari Wegge
4. Lois Truman
5. Craig Pennington
6. Rod Wright

E. CITY ADMINISTRATOR REPORT

F. DEPARTMENT REPORT

1. 2025 Analytics Report

Synopsis:

Presentation of 2025 Communications Analytics Report

Initiating Department :

Communications

Subject :

2025 Communications Analytics Report

Presenter :

Michelle Boyer, Communications Manager

Background :

Staff has prepared a 2025 Communications Analytics Report summarizing performance across key communication channels,

including the City's website, social media platforms, and e-newsletter. The report provides a high-level overview of audience growth, engagement trends, and overall communication effectiveness during the 2025 calendar year.

Finance/Operations:

No financial impact. This item is informational only.

Recommendation:

No action requested. This item is presented for information and discussion.

List of Supporting Documents:

- [2025 Communications Analytics Report](#) 
- [2025 Website Report](#) 
- [2025 LinkedIn Report](#) 
- [2025 Facebook Report](#) 

G. CONSENT AGENDA

1. Meeting Minutes - [November 18, 2025](#) 
Motion to approve consent agenda. **Voice Vote**

H. OLD BUSINESS

1. Request For Qualification (RFQ) for Crisis Communications Consultant Services

Synopsis:

Update on the Request for Qualifications (RFQ) process for on-call crisis communications consultant services.

Initiating Department:

Communications

Subject:

RFQ for On-Call Crisis Communications Consultant Services

Presenter:

Michelle Boyer, Communications Manager

Background:

The City of Brentwood issued a Request for Qualifications (RFQ) seeking an on-call crisis communications consultant to provide professional communications support during emergency or crisis situations. The RFQ was intended to identify qualified firms with experience in municipal crisis communications, media relations, and strategic messaging.

Bid submissions were due on Thursday, January 15 at 12:00 p.m. By the deadline, the City received three (3) qualified submissions. A review committee is working to review submissions. Copies of all submittals will be uploaded to the agenda packet at that time.

Finance/Operations:

No financial impact at this time. Any future recommendation for services will be brought forward for consideration with associated cost information.

Recommendation :

No action requested at this time. This item is presented for informational purposes only.

List of Supporting Documents:

- [RFQ On-Call Crisis Communications Consultant Services](#) 
- [On-Call Crisis Communications Consultant Services - Addendum 1](#) 

2. Request For Qualifications (RFQ) Responses for Logo and Branding Initiative

Synopsis :

Update on the Request for Qualifications (RFQ) process for a Comprehensive Logo and Branding Initiative.

Initiating Department:

Communications

Subject:

RFQ for Comprehensive Logo and Branding Initiative

Presenter:

Michelle Boyer, Communications Manager

Background :

The City of Brentwood issued a Request for Qualifications (RFQ) for a Comprehensive Logo and Branding Initiative to identify qualified firms to assist with the development of a cohesive and updated visual identity for the City.

Submissions were due on Thursday, January 15 at 12:00 p.m. By the deadline, the City received twenty-one (21) submissions. A review committee is working to review submissions.

Due to the large number of submissions received, the review process will require additional time to allow the committee to thoroughly evaluate each proposal. Staff anticipates that the review will continue over the coming weeks, with a more detailed update to be provided at the next committee meeting. Copies of all submittals will be uploaded to the agenda packet at that time.

Finance/Operations :

No financial impact at this time. Any future recommendation will include associated cost information and be presented for consideration.

Recommendation :

No action requested at this time. This item is presented for informational purposes only.

List of Supporting Documents:

- [RFQ Comprehensive Logo and Branding Initiative](#) 
- [Addendum #1](#) 
- [Addendum #2](#) 
- [Addendum #3](#) 

I. NEW BUSINESS

1. STLTV Price Increase for AV Services for City Meetings

Synopsis:

Consideration of a rate increase for video production services provided by STL TV for City of Brentwood meeting audiovisual coverage.

Initiating Department :

Communications

Subject:

Adjustment to STLTV Video Production Services Rate

Presenter :

Michelle Boyer, Communications Manager

Background:

Since 2019, STL TV–Communications Division has provided audiovisual production services for City of Brentwood committee. commission and board meetings. These services are performed by Video Production Specialists (VPS), who serve as Production Directors during meetings. The City entered into a formal agreement with STL TV following the issuance of a Request for Proposals for Video Production Services in the summer of 2019, which was approved by Resolution #1168 on August 19, 2019.

Near the end of the previous fiscal year, STL TV notified the City that it would be increasing its rate for meeting coverage from \$250 per meeting to \$300 per meeting. STL TV cited ongoing annual pay increases for VPS staff since 2019 and the results of a recent comprehensive pay study conducted by the City of St. Louis, which is expected to result in a significant increase in VPS compensation by summer 2026. STL TV has requested that the new rate take effect beginning in July 2026, coinciding with the start of its fiscal year.

Finance/Operations :

In FY 2025, the City of Brentwood spent \$17,125 on meeting audiovisual services provided by STL TV. The proposed rate increase is expected to be absorbed within the existing budget category that funds these services, Miscellaneous Contractual Expenses (Account 10-104-6210), with no anticipated need for a budget amendment.

Recommendation :

Staff recommends approval of the proposed increase to STL TV's rate for video production services from \$250 to \$300 per meeting, effective July 2026.

List of Supporting Documents:

- [Request for Proposals for Video Production Services \(Summer 2019\)](#) 
- [Resolution #1168 approving the agreement between the City of Brentwood and STL TV \(August 19, 2019\)](#) 

Motion to approve the rate increase, present this to the Ways and Means Committee and the Board of Aldermen for approval. **Roll Call Vote**

J. CITIZEN COMMENTS**K. ADJOURNMENT**

Regular meetings will be livestreamed on YouTube and recorded. The recording will be made available on the City's YouTube channel. Please be aware that your presence may be recorded.