



Communications Committee

February 24, 2026

6:00 PM

Notice is hereby given that the Communications Committee of the City of Brentwood, Missouri, will hold an Open Meeting in the Conference Room 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 20th day of February, 2026 at 3:00 PM

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. January - February Social Media Analytics

SYNOPSIS:

Presentation of January - February Social Media Analytics

INITIATING DEPARTMENT:

Communications

PRESENTER:

Michelle Boyer - Communications Manager

BACKGROUND:

Staff has prepared an Analytics Report summarizing performance across key communication channels through the month of January and February, including the social media platforms, and e-newsletter. The report provides a high-level overview of audience growth, engagement trends, and overall communication effectiveness during

this period.

FINANCE/OPERATIONS:

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

LIST OF SUPPORTING DOCUMENTS ATTACHED:

- [January - February Analytics](#) 
- [Profile Performance - Facebook](#) 
- [Profile Performance - LinkedIn](#) 

G. CONSENT AGENDA

1. Meeting Minutes - [January 29, 2026](#) 

H. OLD BUSINESS

1. On-Call Crisis Communications Consultant Services

SYNOPSIS:

Staff is seeking approval to select an on-call crisis communications consultant to provide as-needed consultant services during crisis situations within the City of Brentwood.

INITIATING DEPARTMENT:

Communications

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, strategic messaging, crisis preparedness, and reputation management.

Submissions were received and reviewed by a committee of City staff in accordance with the evaluation criteria outlined in the RFQ, including general company qualifications, related project experience, proposed team, and rates.

Following review and evaluation, staff is recommending entering into an agreement with Robyn Frankel - Frankel PR , who was determined to best meet the City's needs based on experience, capacity to respond quickly to urgent situations, municipal expertise, and competitive rates.

The proposed agreement will establish an on-call professional services relationship, allowing the City to access crisis communications expertise as needed.

FINANCE/OPERATIONS:

The agreement will be structured as an on-call professional services contract with compensation based on hourly rates submitted in response to the RFQ. Services will be utilized on an as-needed basis.

Funding will be allocated from Fund 10-104-6210 (Miscellaneous Contractual) within the Communications Department budget. Sufficient funds are available to support anticipated usage. The contract will be contingent upon annual budget appropriations.

RECOMMENDATION:

Staff recommends approval of an agreement with Robyn Frankel - Frankel PR for On-Call Crisis Communications Consultant Services.

LIST OF SUPPORTING DOCUMENTS ATTACHED:

- [RFQ On-Call Crisis Communications Consultant Services](#) 
- [On-Call Crisis Communications Consultant Services - Addendum 1](#) 
- [Summary of RFQ Submissions](#) 
- [RFQ Submission - Raftelis](#) 
- [RFQ Submission - Frankel PR](#) 
- [RFQ Submission - Chloeta](#) 
- [On-Call Crisis Communications Consultant Services Memo](#) 

2. RFQ Responses for Logo and Branding Initiative

SYNOPSIS:

Update on RFQ process for Comprehensive Logo and Branding Initiative

INITIATING DEPARTMENT:

Communications

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 completed the initial review of the submitted proposals. In the next week, the review committee will complete interviews with the short-listed consultants.

It is anticipated that at the next committee meeting, staff will present a recommendation.

FINANCE/OPERATIONS:

No financial impact at this time. Any future recommendation will include 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 ATTACHED:

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

I. NEW BUSINESS

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.