

**CITY OF BRENTWOOD, MISSOURI
COMMUNICATIONS COMMITTEE MEETING MINUTES
JANUARY 29, 2026**

Chairman Jeff Gould called the meeting to order at 6:00 p.m. in the Council Chambers at Brentwood City Hall, 2348 S. Brentwood Blvd, Brentwood, MO 63144.

ROLL CALL

Chairman Jeff Gould – Present Alderman David Plufka – Present
Member Cari Wegge – Present Member Lois Truman – Virtual
Member Craig Pennington – Present Member Rod Wright – Present

A quorum was declared. Also present were: City Administrator Bola Akande, Communications Manager Michelle Boyer, and City Clerk Octavia Pitman.

AGENDA APPROVAL

The meeting agenda was approved by acclamation.

CITIZEN COMMENTS

None

REPORT OF COMMITTEE CHAIR AND ALDERMEN

Chairman Jeff Gould expressed thanks for everyone accommodating the adjusted meeting schedule and stated he looks forward to the outcome of the branding and crisis management RFQs.

Alderman David Plufka; had no report.

Committee Member Cari Wegge had no report.

Committee Member Lois Truman had no report.

Committee Member Craig Pennington had no report.

Committee Member Rod Wright had no report.

CITY ADMINISTRATOR REPORT

City Administrator Akande had no report.

DEPARTMENT/COMMISSION REPORTS

2025 Analytics Report

Michelle Boyer, Communications Manager, reported the 2025 Communications Analytics summarizing performance across key communication channels, including the City's website, social media platforms, and e-newsletter. She noted an overall uptick in subscribers as well as the decline in the click rate (noting viewers are finding the desired materials quicker) and unsubscribe rate.

Committee members discussed the potential of updating the postal mailing list and the use of a survey to determine future needs. They also discussed the size of the new banners implemented along Manchester.

CONSENT AGENDA

Meeting Minutes – November 18, 2025

A motion was made by Committee Member Truman and seconded by Alderman Plufka to approve the consent agenda. Unanimous vote in favor taken; **MOTION PASSED.**

OLD BUSINESS

RFQ for On-Call Crisis Communications Consulting Services

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 also be uploaded to the agenda packet.

Ongoing Logo and Branding Project

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-two (22) 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 also be uploaded to the agenda packet.

NEW BUSINESS

STLTV Price Increase for AV Services for City Meetings

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; citing 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.

A motion was made by Alderman Plufka and seconded by Committee Member Wegge to recommend approval of the proposed increase of the STL TV rates for video services beginning July 1, 2026, and to forward to Ways & Means. **ROLL CALL:** Committee Member Wegge – aye; Committee Member Truman – aye; Committee Member Wright – aye; Alderman Plufka – aye; Alderman Gould – aye; **MOTION PASSED.**

CITIZEN COMMENTS

None

ADJOURN

Having no further business, the meeting adjourned at 6:39 p.m.