



MEMORANDUM

DATE: April 18, 2022
TO: Honorable Mayor and City Councilmembers
FROM: Dave Perrault, City Administrator
SUBJECT: New Resident Resources Discussion

Budgeted Amount:	Actual Amount:	Funding Source:
N/A	N/A	N/A

For Council Consideration

The City Council should consider providing feedback regarding the New Resident Resources page on the City’s website.

Background

The City Council should provide direction on the New Resident Resources project, and how it would like to move forward. The Communications Coordinator has created a webpage for the project, and the Council has had a few months to review the information. Once the Council is satisfied with the content of the webpage, Staff can actively promote this page on the front of the website, in the newsletter and on social media.

Next steps Council will want to discuss are what, if any, mailings or other items should be sent to new residents and how. Council previously discussed mailing a post card with the link to the website, a larger packet with more information included, sending a magnet with helpful phone numbers and website information, or having a one-page handout available at City Hall. Once Council gives direction on how information will be disseminated, Staff can work on a final product.

Depending on what Council would like to provide, the cost will change. A postcard would be relatively inexpensive to create and mail, but mailing a larger packet or having magnets printed and sent would be more expensive. We on average get a hundred new residents coming into the City a year.

Budget Impact

Since the budget will be determined by the final product selected, the cost to the City is not known. On the less expensive side, this would cost around \$200 annually, but on the more expensive could be closer to \$1,000 (this is a pure estimate, it could be higher or lower).

Attachment

N/A