

JOPLIN CITY COUNCIL
INFORMAL MEETING NOTES
JULY 6, 2020

Mayor Stanley called the July 6, 2020 Informal Meeting of the Joplin City Council to order at 5:15 p.m.

In attendance were Council Members: Charles Cople, Keenan Cortez, Doug Lawson, Anthony Monteleone, Diane Reid Adams, Gary Shaw, Ryan Stanley, Phil Stinnett and Christina Williams. Also, in attendance were City Manager Nick Edwards and Assistant City Attorney Jordan Paul.

Discussion of the Education/ Encouragement Campaign regarding COVID prevention measures. Lynn Onstot, Public Information Officer for the City of Joplin, stated this campaign is to increase awareness about steps citizens can take to help slow the spread of COVID-19. It is based on two things: content creation and distribution of material produced.

Ms. Onstot stated a work group was formed and includes herself, Erin Slifka (Chamber); Carla Bond (Parks Dept/Marketing); Suzan Morang (Health Dept); and Council Members Anthony Monteleone and Christina Williams.

Scope Of Work – Hire agency to work with our group to develop message and materials in various formats listed below. Work group will meet with your agency to assist with creative and collaboration to complete this project on a fast-track due to the content.

Distribution – Upon completion, Joplin Chamber will assist with placement of paid spots. City PIO, along with committee members, will utilize social media platforms to share material as appropriate.

Theme of campaign with relevant tagline for use throughout campaign.

30 second video spot – both English/Spanish

30 second audio from this spot

60 second video spot – both English/Spanish

60 second audio from this spot

6 still “ads” for posting on social media (utilizing both paid and free posts).

6 photos/templates to utilize with other posts related to COVID

Budget: \$2,999.00 (includes creative and placement of the campaign materials)

Other Info:

- Looking for a strong creative and encouraging message as a call to action for viewers to take preventative measures to prevent the spread of COVID in our community.
- Utilize community leaders/influencers in campaign showing them doing their part
- Demographics – need messages to target both the older population, as well as the younger population
- Bilingual products are needed, and also need to integrate diversity into finished work.
- Planned media to utilize TV, Radio, Facebook, Twitter, Instagram, YouTube, organizations’ websites
- The target date to begin filming is next week with release of ads by mid-July.

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For more information on the campaign, you can contact: Lynn Onstot, Public Information Officer, City of Joplin, lonstot@joplinmo.org 417-624-0820, ext. 204 Cell: 417-438-2287 or

Erin Slifka, Communications & Marketing Manager, Joplin Area Chamber of Commerce
eslifka@joplincc.com 417-624-4150

Barbara Gollhofer, City Clerk