

**MINUTES OF THE WORK SESSION
OF THE MAYOR AND BOARD OF ALDERMEN
OF THE CITY OF STARKVILLE, MISSISSIPPI
SEPTEMBER 1, 2023**

Be it remembered that the Mayor and members of the Board of Aldermen met in a Work Session on Friday, September 1, 2023 at 11:00 a.m. in the second-floor conference room of City Hall located at 110 West Main Street, Starkville, MS. Present were Mayor D. Lynn Spruill, Alderman Ben Carver, Alderwoman Sandra Sistrunk, Alderman Jeffrey Rupp and Alderman Henry Vaughn. City Attorney Berk Huskison and City Clerk Lesa Hardin were also present.

Mayor Spruill opened the work session. The work session was properly noticed pursuant to Miss. Code Ann. §25-41-13 and a copy of that notice is included in the minutes. The work session was live streamed on Facebook. The public and media were welcomed and attended. The session is also available for viewing on the City website.

Mayor Spruill introduced Checky Harrington of Narrative 12 who presented an update on the social and engagement media work being done for the City of Starkville. See handout which follows this page.

The Mayor and members of the Board discussed items on the upcoming September 5, 2023 agenda. Department Directors were available to answer questions related to the items. All agenda items were discussed.

SIGNED AND SEALED THIS THE 19th DAY OF SEPTEMBER, 2023.

MAYOR D. LYNN SPRUILL

Attest:

Seal

LESA HARDIN, CITY CLERK/CFO



WORK SESSION

**CITY OF STARKVILLE, MISSISSIPPI
SEPTEMBER 1, 2023
11:00 a.m.**

- A. CALL THE MEETING TO ORDER**
- B. UPDATE FROM CHECKY HERRINGTON OF NARRATIVE 12 ON THE SOCIAL AND ENGAGEMENT MEDIA WORK FOR THE CITY.**
- C. DISCUSSION OF THE AGENDA ITEMS FOR THE SEPTEMBER 5, 2023, MEETING OF THE BOARD OF ALDERMEN FOR THE CITY OF STARKVILLE.**
- D. ADJOURN MEETING**



**THERE WILL BE A WORK SESSION OF THE
MAYOR AND BOARD OF ALDERMEN ON
FRIDAY, SEPTEMBER 1, 2023**

**AT 11:00 AM IN THE STARKVILLE CITY HALL
LOCATED AT 110 WEST MAIN STREET
IN THE SECOND FLOOR CONFERENCE ROOM**

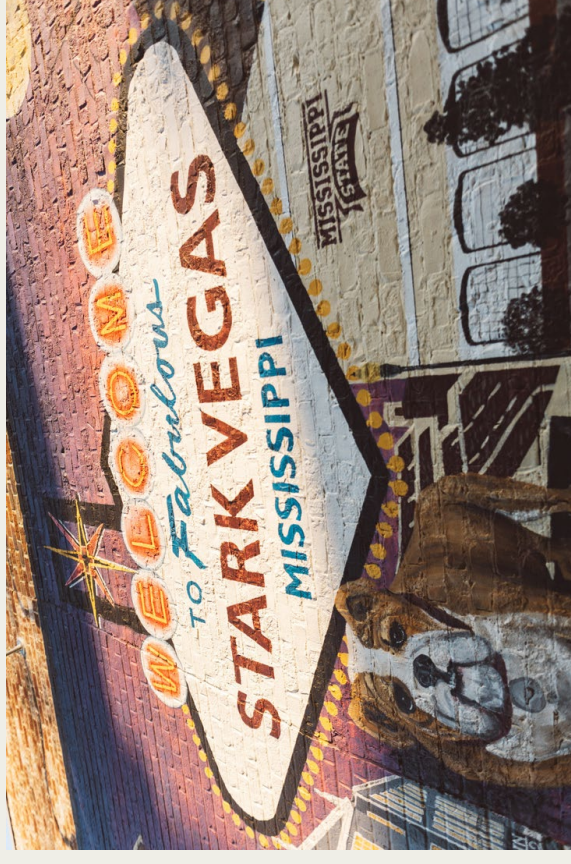
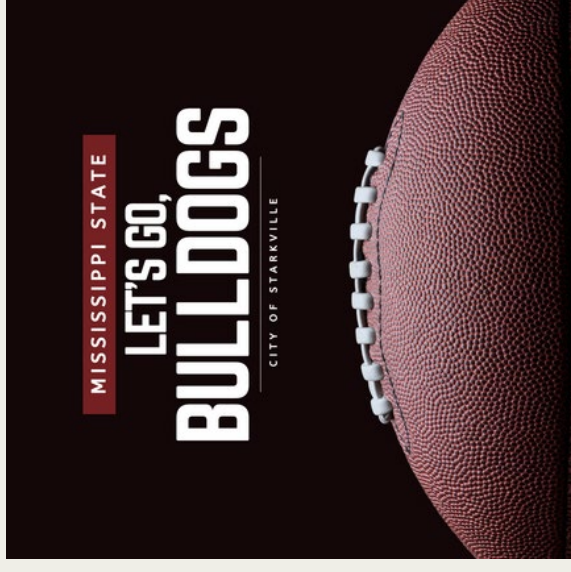
The public and media are invited to attend.

The City of Starkville is accessible to persons with disabilities. Please call the ADA Coordinator at (662) 323-2525 ext. 3119, in advance for any services requested.

WHO WE ARE

Unleash the power of your story.

- Over a decade in business
- Veteran strategists, writers, designers, developers, and creative professionals.
- Delivers a wealth of experience and success in marketing, internal and external communications, and public relations.



OUR SCOPE

- Essential Services
- Economic Successes
- Forward - thinking ideas



Starkville’s public information initiative casts familiar strengths in a new light – one that instills pride, prestige, confidence, and the belief that the City is moving toward a bold and limitless future.

OUR PATH

Month One

Logo and Branding Creation
Photos Taken
Templates Created

Month Two-Six

Posting on social media 3 -5 times a week.
Creating relationships with service leaders.
Press Releases distributed



3,000+
Photos



100+
Video
Clips



OUR S U C C E S S

+278,392
fb reach

+176
insta followers

+350
new page likes

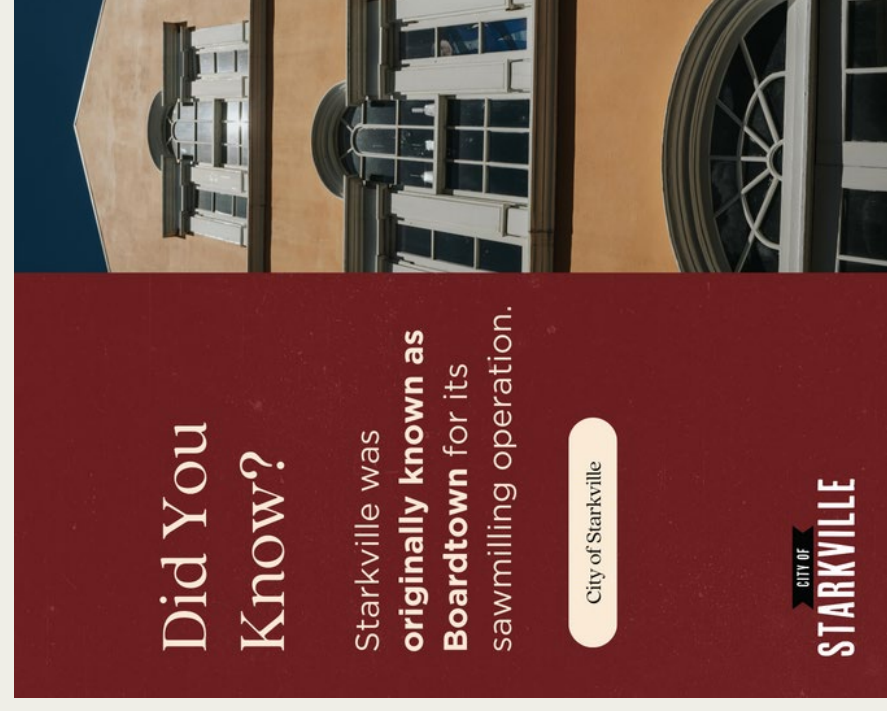
+2,480
insta impressions

+190,005
fb impressions

7.06%
engagement rate

+10,004
engaged people

+76
twitter followers



TOP POSTS



GEORGE SHERMAN

Congratulations to George Sherman on 50 years of meeting the clothing needs of Starkville residents and visitors.

BUSINESSES OF STARKVILLE

Business Highlight

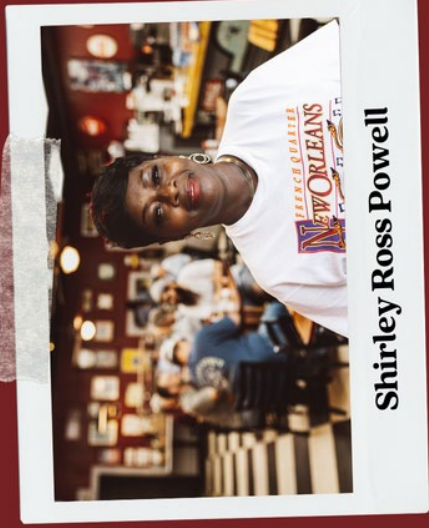
George Sherman

Reach 15,591

Reactions 1,113

Comments 17

Shares 31



STARS OF STARKVILLE

Shirley Ross Powell

CITY OF STARKVILLE

Stars of Starkville

Shirley Powell

Reach 25,620

Reactions 753

Comments 56

Shares 33



Services- Utilities

First Day of Summer

Reach 22,236

Reactions 680

Comments 18

Shares 35



Services- Police

Camera Partnership

Reach 10,856

Reactions 291

Comments 1

Shares 22

MEDIA RELATIONS



Fire

Police

Sanitation

Streets

Infrastructure



OUR FUTURE

Leverage current success and continue to create stories for the City of Starkville.

Employee Features. City Planning. Quality of Life. Infrastructure Improvements.
Economic Development. Business Spotlights. Education. City Services. People.

