

**MINUTES**

**MUNICIPAL REVIEW COMMITTEE, INC.**

**BOARD OF DIRECTORS**

A special meeting of the Board of Directors of Municipal Review Committee, Inc. was held on Wednesday, May 29, 2024, at 12:00 p.m. in an online format via Zoom. In attendance were the following:

**Directors:**

Aaron Huotari, City of Bangor  
Karen Fussell, City of Brewer  
Melissa Doane, Town of Bradley  
Steve Lewis, Town of Boothbay  
Bethany Leavitt, Town of Bar Harbor

Tony Smith, Town of Mount Desert  
Robert Butler, Town of Waldoboro  
Paula Scott, Town of Hampden  
Belle Ryder, City of Orono

**Staff:**

Michael Carroll, MRC Executive Director

**Consultants:**

Jon Pottle, Eaton Peabody

**Guest:**

Jessica Masse – Designlab

Joelle Ingalls kept the minutes of the meeting and President Huotari presided.

President Huotari convened the meeting at 12:02 p.m.

**APPROVAL OF AGENDA**

The agenda was approved as presented.

**CONSIDERATION OF THE SELECTION OF DESIGNLAB OF MILLINOCKET FOR  
MARKETING AND COMMUNICATIONS**

Karen Fussell, Chair of the Communications Committee, reported that Michael Carroll, Executive Director, and Haley Ward have been working together to present MRC's marketing and communications needs to several design agencies. Ms. Fussell further reports two detailed proposals were received, and after review of each, the Communications Committee is recommending Designlab for the Board's consideration. Ms. Fussell introduced Jess Masse for a more detailed presentation of Designlab's proposal.

Ms. Masse provided a slide show outlining the proposed two-year plan, noting that the first six months would be devoted to research and discovery involving focus groups to better understand the potential need for rebranding of MRC moving forward. Mr. Carroll reported constant contacts and communications would continue to Members and the Board while the timeline progressed, noting that a new website would be expected to roll out within the next 10-12 months.


Ms. Masse responded to Board Members' questions advising that Designlab's approach will look to boost the MRC brand in the first six months so it will be favorable in the event of a possible rebranding. She further advised Designlab understands the mission and the goals of the MRC and will keep these at the core of efforts.

There being no further discussion, and upon motion duly made and seconded, it was unanimously:

**VOTED BY ROLL CALL:** That MRC engage Designlab for marketing and communications based on the proposal presented.

There being no further business, at 12:33 p.m. a motion, duly seconded, was approved to adjourn the meeting.

Respectively submitted,

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Joelle A. Ingalls

Dated: 7/24/2024  
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