

Kevin P. Watson
City Administrator

651.204.6010 Phone
651.204.6110 Fax
kevin.watson@cityvadnaisheights.com



Memorandum:

TO: Mayor Krachmer and Council Members

FROM: Kevin Watson, City Administrator

DATE: January 3, 2023

SUBJECT: Official Newspaper Designation

Requested Council Action

Designate the Vadnais Heights Press as the City's Official Newspaper for 2023 with increase in the legal notices rate but other rates remaining the same as 2022, as noted in the letter from Press Publications (attached).

Background

The City is required by state law to designate a "Legal Newspaper" for placing all legal notices during the year. The City has used Press Publications, or The Vadnais Heights Press, for its legal newspaper for many years. The rates for legal notices in 2023 will increase from \$12.62 to \$13.25 per column inch and the rate for the News & Views column will remain the same since 2022.

Staff remain concerned about the lack of distribution to residents and the potential lack of coverage specific to the City of Vadnais Heights if the City were to designate a St. Paul or Minneapolis paper instead of the Press and recommends that Council designate the Vadnais Heights Press as the City's official newspaper for 2022.

Attachment: Letter from Press Publications dated December 1, 2022.

December 1, 2022

Mr. Kevin Watson
City Administrator
City of Vadnais Heights
800 East County Road E
Vadnais Heights, MN 55127



Dear Mr. Watson:

The *Vadnais Heights Press* wishes to be considered as your official newspaper for 2023.

We have great news. According to a 2021 Minnesota Market Study conducted by Coda Ventures, 86% of Minnesotan adults read newspapers (print and online) and of that, 78% are under the age of 65. This is a powerful testament to newspaper readership in print and online.

We meet all the legal publication requirements under state statutes. Our circulation is audited by Verified Audit Circulation, an independent firm.

We offer submittal of legal notices by mail, fax at (651) 429-1242, or e-mail your notices to legals@presspubs.com - clearly labeling them as "Legal Notices."

There will be an increase in the rate for your legal notices this year due to extreme pressures with material and labor costs. We are asking for \$13.25 per column inch, in 7-point type at 9-lines per inch.

Our deadline for legal notices is Thursday by 10:00 a.m. for the following Wednesday's publication. Per our conversation with your office, we have agreed to work with a 10:00 a.m. deadline. We will always do our best to accommodate a notice that needs to arrive past deadline if we are advised by email and a phone call by the deadline.

We look forward to continuing the partnership we have had and continuing to provide the citizens of Vadnais Heights with the most local information to be found in any newspaper. We welcome any questions or concerns you may have.

Sincerely,

Lisa Graber
Legal Notice Coordinator

LG:mp

Misc: Vadnais Heights 2023.doc

Your Best Source For Community Information

www.presspubs.com