



City of Blaine Anoka County, Minnesota

Blaine City Hall
10801 Town Sq Dr NE
Blaine MN 55449

Legislation Text

File #: MO 22-003, Version: 1

Organizational Business - *Cathy Sorensen, City Clerk*

Title

Designate Official Newspapers for 2022

Executive Summary

State Law and City Code require that City Council designate a single newspaper as its official newspaper. Due to occasional publication deadlines that could impact scheduling an agenda item before the Planning Commission or City Council, staff is recommending that Council designate both the *Blaine/Spring Lake Park/Columbia Heights/Fridley Life* and *Star Tribune* as the official newspapers for 2022.

Background

CHAPTER 12. - MISCELLANEOUS AND TRANSITORY PROVISIONS

Sec. 12.01. - Official publications.

The council shall annually designate a legal newspaper of general circulation in the city as its official newspaper in which shall be published ordinances and other matters required by law to be so published as well as such other matters as the council may deem it in the public interest to have published in this manner.

Strategic Plan Relationship

This item relates to the organizational health strategic priority by ensuring governance and decision making processes work and provide the public with information.

Board/Commission Review

N/A

Financial Impact

Minnesota Statute 331A.02, Subd. 1 defines the qualifications for a publication to be designated as an official newspaper. Below is a summary of the two bids received which meets Statute:

Blaine/Spring Lake Park Life (unchanged from 2021)

Publication cost	\$10.75/column inch
Manual typeset	\$20/notice (if needed)
Frequency	1 day/week- Fridays
Deadline	Wednesday @ 10AM
Primary distribution	Home delivery
Average circulation	3,305
	<i>Blaine/ Spring Lake Park Life content is front of paywall and requires no sub</i>
Monthly pageviews	54,000/month

Star Tribune

Publication cost	\$14.85/column inch
Manual typeset	N/A
Frequency	7 days per week
Deadline	2 days prior by 4PM
Primary distribution	Home delivery
Average circulation	134,000 (280,000 Sundays) <i>Star Tribune content is front of paywall and requires no subscription</i>
Desktop rolling average	
- Pageviews	38M/month
- Unique monthly visitors	2M/month
Mobile rolling average	
- Pageviews	19M/month
- Unique monthly visitors	4M/month

Public Outreach/Input

Public notices are also posted at City Hall, on the City's website and distributed through the CivicPlus NotifyMe communication tool.

Staff Recommendation

By motion, staff recommends Council designate *Blaine/Spring Lake Park/Columbia Heights/Fridley Life* and *Star Tribune* as the official newspapers for 2022.

Attachment List

None