



**WORK SESSION MEETING
OF THE
CITY COUNCIL
City of Maplewood, Missouri**

City Council Chambers, City Hall
7601 Manchester Road, Maplewood, MO 63143

**Tuesday, November 11, 2025
6:00 PM**

AGENDA

1. Call to Order
 2. Roll Call
 3. Revised Flag Display Policy
 4. Draft Resolution on Constitutional Rights and Community Trust
 5. Proposition M Communications Review
 6. Adjournment
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Posted on November 7, 2025, at Maplewood City Hall and maplewoodmo.gov

Memorandum



To: Mayor and City Council
From: Amber Withycombe, City Manager
Date: November 6, 2025
Re: **Revised Flag Display Policy**

The enclosed draft flag display policy has been revised by City Attorney Hetlage to reflect Council’s discussion and direction from the October 28 work session. The updated policy addresses the questions raised during that meeting and incorporates feedback on policy structure and implementation.

The policy now defines “Commemorative Flags” more specifically as flags recognizing “specific events, causes, awareness campaigns, or observances, including but not limited to heritage months, awareness days, and community celebrations.” This definition focuses on event-based commemorations while maintaining flexibility through the “including but not limited to” language, which allows Council discretion to approve various requests, including flags of other nations if appropriate.

The revised policy maintains the framework where Commemorative Flags are displayed only upon Council authorization through resolution, with Council having authority to establish an annual calendar of displays subject to annual review and approval. This addresses the current situation where the city has a resolution for the Pride flag in June, and where Council previously made an administrative decision to fly the Transgender Pride flag on Trans Day of Visibility that has not yet been formalized.

Staff recommends establishing a process where Council Members may recommend commemorative flags for the upcoming calendar year. Staff would compile these recommendations and bring them to Council for approval through resolution during the first quarter of each year, in advance of budget finalization. This approach provides transparency and allows for public input while ensuring all flag displays receive proper Council authorization. Individual requests arising outside this annual process could still be considered through separate resolution.

The policy continues to prohibit flags advocating for specific political candidates or parties, commercial products or services, or private organizations unrelated to city business, protecting the city’s interest in maintaining flagpoles as venues for official municipal sentiment rather than public forums.

I look forward to receiving Council’s feedback on the proposed annual calendar process and any additional revisions to the policy language before bringing this forward for formal adoption.

CITY OF MAPLEWOOD FLAG DISPLAY POLICY

Purpose

This policy establishes guidelines for the display of flags on property owned or controlled by the City of Maplewood, Missouri. The City seeks to ensure consistency and compliance with flag protocols while reserving discretion to recognize occasions of significance to the community.

Authority

The City will comply with the United States Flag Code and applicable Missouri statutes regarding the display of flags. Nothing herein is intended to conflict with Federal or State directives.

Definitions

Primary Flags means the United States of America flag, the State of Missouri flag and the City of Maplewood, Missouri flag.

Commemorative Flags means those flags not identified as a Primary Flag, including, but not limited to, flags of professional sports teams, and flags displayed in conjunction with official events or ceremonies as announced by resolution of the City Council.

Policy

1. Flag Display

The City's flagpoles are not intended to serve as a forum for free expression by the public. Commemorative Flags may be displayed by the City as an expression of the City's official sentiments.

Weather permitting, Primary Flags shall be displayed at City Hall and other designated City properties. Primary Flags shall be properly illuminated if displayed at night. Any worn or damaged flag shall be retired respectfully and replaced promptly.

Primary or Commemorative Flags may be lowered to half-staff:

a. As directed by the President of the United States or the Governor of Missouri upon the death of principal figures of the United States Government, a present or former official of the government of the State of Missouri, a member of the Armed Forces who dies while serving on active duty, or a first responder who dies while serving in the line of duty, or to commemorate certain national emergencies or recognize days of remembrance. In the event that the Mayor determines that an order by the President of the United States or the Governor of Missouri to lower the Primary Flags to half-staff is not in line with the City's values, they may order that the Primary Flags not be flown at half-staff. In such an event, the Mayor shall notify the City Council of such order, and, if deemed necessary, the City Council may override such order upon a majority vote at a properly noticed regular or special meeting of the City Council.

a.b. As directed by City Council, upon the passage of a resolution, to reflect and honor:

- i. The City's values and observances;
- ii. Officially recognized commemorative days, weeks or months;
- iii. Significant historical or cultural events relevant to the City.

When lowered, all flags flown shall be lowered.

The City Manager shall be responsible for communicating lowering directives to all City facilities displaying flags.

2. Authorization

The display of Commemorative Flags must be authorized by resolution of a majority vote of the City Council. The resolution shall include:

- a. The flag to be displayed;
- b. The location(s) of the display;
- c. The duration of the display; and
- d. Any other specific flag protocols to be observed.

The City Council may establish an annual calendar of Commemorative Flag displays; ~~which shall be reviewed and approved on an annual basis.~~

3. Display Location and Priority

Flags will be flown at City properties, including City Hall, in the following order of precedence: the United States flag, the State of Missouri flag, and the City flag.

Commemorative Flags will be flown on the secondary flagpole located at City Hall. At no time will a Commemorative Flag be flown above a Primary Flag.

4. Annual Review

This flag policy, including the annual calendar of Commemorative Flags displays, shall be reviewed annually by the City Council to ensure that this policy and such displays reflect an equity-minded approach to recognize the values of the City and its citizens.

Memorandum



To: Mayor and City Council
From: Amber Withycombe, City Manager
Date: November 6, 2025
Re: **Draft Resolution on Constitutional Rights and Community Trust**

The enclosed draft resolution responds to Council Member Homa’s October request regarding the City’s position on immigration enforcement activities and protection of constitutional rights. City Attorney Hetlage and staff prepared this resolution to address Council Member Homa’s concerns while ensuring the City’s approach remains legally sound and operationally sustainable.

The draft resolution affirms Maplewood’s commitment to constitutional protections for all residents, including Fourth Amendment protections against unreasonable searches and seizures and due process rights. It emphasizes the importance of maintaining trust between local law enforcement and all community members, regardless of immigration status, to ensure public safety and effective policing.

The resolution expresses the City’s position that local law enforcement resources should remain focused on local public safety priorities rather than federal immigration enforcement, and that the Maplewood Police Department does not enter into 287(g) agreements or similar arrangements that would deputize local officers for federal immigration enforcement duties.

This resolution was drafted to balance the policy objectives expressed by Council Member Homa with the City’s operational needs and legal obligations. The resolution focuses on affirming constitutional principles and clarifying the role and priorities of local law enforcement, while maintaining the City’s ability to participate in beneficial regional law enforcement partnerships and preserve access to funding sources that support essential City services.

The resolution does not include sanctuary city or similar designations, instead focusing on the substantive policy positions regarding local law enforcement priorities and constitutional protections. This approach allows the city to make a clear values statement while preserving flexibility in how we work with state and federal partners on matters of mutual interest.

Staff requests feedback on whether the approach appropriately addresses the policy concerns raised. Following Council discussion, the resolution can be refined as needed before formal consideration for adoption.

RESOLUTION

R25-XX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, RECOGNIZING THE CONTRIBUTIONS OF ALL COMMUNITY MEMBERS AND AFFIRMING THE CITY'S COMMITMENT TO CONSTITUTIONAL PRINCIPLES AND COMMUNITY TRUST.

WHEREAS, the City of Maplewood is a diverse and welcoming community that values the contributions of all residents; and

WHEREAS, the City Council recognizes that immigrant community members are an integral part of Maplewood's economic vitality, cultural richness, and social fabric, and should not be subject to intimidation or coercion; and

WHEREAS, the United States Constitution guarantees fundamental protections to all persons, including due process and protection against unreasonable searches and seizures; and

WHEREAS, effective local law enforcement and community policing depend upon trust between police officers and all community members; and

WHEREAS, the Maplewood Police Department's primary mission is to protect and serve our local community; and

WHEREAS, the City Council believes that all families should be treated with dignity and respect.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MAPLEWOOD, MISSOURI, AS FOLLOWS:

Section I. The City Council recognizes and celebrates the valuable contributions that all residents make to the City of Maplewood and affirms the City's commitment to welcoming and supporting all community members.

Section II. The City Council affirms that all persons are entitled to the protections guaranteed by the United States Constitution including due process and protection against unreasonable searches and seizures, and that no person should be subject to intimidation or coercion by local, state or federal government officials.

Section III. The City Council recognizes that trust between local law enforcement and all community members is essential to public safety and the well-being of our community, and therefore, the City Council is opposed to actions by local, state or federal government officials that jeopardize such trust.

Section IV. The City Council acknowledges that immigration policy is primarily a federal responsibility and encourages federal lawmakers to pursue comprehensive and humane immigration reform such that any federal enforcement tactics do not erode community trust in local police.

Memorandum



To: Mayor and City Council
From: Amber Withycombe, City Manager
Date: November 6, 2025
Re: **Proposition M Communications Review**

This memo provides materials for Council’s review and feedback regarding the Prop M bond referendum communications strategy and messaging. Following Council’s discussion at the October 14 work session and updates provided in the October 28 City Manager’s Report, staff has worked with bond communications consultant Novella to develop core messaging, a comprehensive communications plan, and draft content for the fall/winter Maple Leaf newsletter.

The attached materials include:

- Messaging Framework
- Mayor’s Letter for the Maple Leaf, which provides personal context about the facility’s history, incremental improvements made to date, and the comprehensive scope of Prop M
- Prop M overview for the Maple Leaf explaining the ballot question, project scope, financial impact, and facility history
- Communications Plan

The communications strategy emphasizes that this bond represents a critical investment in public safety infrastructure and municipal operations that will serve the community for decades. Key themes include:

- Public Safety and Community Well-Being – Addressing the 60-year-old facility’s deficiencies to support effective police operations and align with best practices and CALEA accreditation standards
- Fiscal Responsibility and Transparency – Communication about costs and project scope
- Multiple Community Priorities – Public safety needs, accessibility improvements, infrastructure modernization, and enhanced operational efficiency for all city departments

The communications plan includes the following:

- Fall/Winter Maple Leaf newsletter distribution (late November/early December)
- City Hall facility tours (dates to be scheduled)
- Town Hall meeting – Wednesday, January 14, 2026
- Ongoing social media and website updates
- Direct mail piece
- Additional community presentations as requested

Staff has developed a list of key community stakeholders who would benefit from personal conversations with individual Council Members about the project’s benefits and scope. These stakeholders include business and community leaders and other community influencers whose

engagement will be valuable to the campaign. I have created a sign-up list that will allow Council Members to select which stakeholders they are available to meet with, and I will coordinate scheduling following the work session. Novella and I are available to meet virtually with any Council Member prior to these stakeholder meetings to answer questions and ensure you feel prepared and equipped with talking points and project details.

Staff seeks Council's input on the following:

- Are the core messaging themes appropriate and effective?
- Does the Maple Leaf content clearly communicate the project scope and financial impact?
- Are there specific community groups that should receive targeted outreach?
- How would Council Members like to participate in voter education activities or community presentations?
- Are there adjustments to the communications approach Council would like staff to consider?

Following this work session discussion, Novella will work with staff to finalize the communications materials and launch the voter education campaign in coordination with the Maple Leaf distribution and January Town Hall meeting.

[updated 11.5.25]

Maplewood Bond Referendum: Messaging Framework for Voter Education Campaign

1. High-Level Summary of Bond Referendum

This is a \$10.6 million general obligation bond that will require an increase to the City's debt service tax levy to fund annual debt service payments.

This investment will go toward:

- Renovation of City Hall and expansion of the police facility
- Alignment with CALEA best practices
- Improvements to ADA accessibility across municipal facilities
- Modernization of aging infrastructure

2. Strategic Context

Why Is This Bond Referendum Necessary?

The City of Maplewood's current municipal facility (inclusive of City Hall and the Maplewood Police Department) does not adequately serve the staff's — *and, by extension, the community's* — needs.

Built in 1962, the facility is now more than 60 years old and houses nearly twice as many employees as it did when first constructed. The building underwent renovations in 2009, at a cost of approximately \$1.7 million. The 2009 renovation included energy-efficient upgrades, conversion of the former Maplewood Library space into City Council Chambers, additional

Police Department offices, ADA improvements with elevator installation, complete rewiring of data communications, new floor coverings, and painting throughout.

Despite these improvements, the facility continues to face significant operational challenges.

The number of Maplewood police officers has doubled since 1962, due to changes in policing (e.g., more officers walking community beats and providing assistance, addition of community resource and training divisions) and the addition of major big-box retailers. The challenges of officer overcrowding and out-of-date systems are evident to staff and visitors each day.

In April 2025, the national Commission on Accreditation for Law Enforcement Agencies (CALEA) visited the facility and made recommendations for best practices, stating: “Currently, the Maplewood Police Department consists of thirty-two (32) sworn police officers. The police facility is contained within the City Hall building which has very limited space for the amount of officers. Officers operate in a multi-purpose room with extremely minimal space. The police department currently processes its prisoners at a neighboring police department’s facility . . . there needs to be major improvements for police operations to be effective and efficient.”

The proposed investment would greatly enhance the department from a safety and efficiency perspective, enabling on-site processing and improving security in critical areas like the sallyport. It would also make structural improvements to City Hall (including updated HVAC, lighting, and technology infrastructure; enhanced accessibility features and ADA compliance; and additional space for growing staff needs).

What Are the Fiscal Implications?

The City requires approximately \$10.6 million in bond financing to proceed with the police facility and City Hall renovation project. To support this bond issuance, the City’s debt service levy would need to increase from the current \$0.28 to \$0.53 per \$100 of assessed valuation.

For example, let’s consider a home in Maplewood with a value of \$300,000. Its assessed value (19%) is \$57,000. Currently, the monthly debt service is \$13.30. If this referendum passes, the new monthly debt service will be \$25.16. The homeowner will pay an additional \$11.86 monthly. Annual debt service will go from \$159.60 to \$301.92, for an annual increase of \$142.32.

Why Are We Undertaking a Public Education Campaign?

Quite simply: Residents deserve to know what they may be seeing on their upcoming ballot, particularly when the issue impacts their household budgets. Maplewood residents have consistently demonstrated strong civic participation and community engagement, and the City values this tradition of informed citizenship and seeks to ensure voters have comprehensive, factual information about municipal decisions that affect their community's future.

This initiative reflects a commitment to public safety, accessibility, and long-term sustainability of city operations. A public education campaign, run with inclusiveness and transparency, builds further trust in City leadership to make decisions that are right for Maplewood.

3. Core Narrative

Central Message:

This bond referendum represents a critical investment in public safety infrastructure, municipal operations, and city services that will serve the whole community for decades to come.

Supporting Messages:

Message 1: By making this investment, Maplewood will improve public safety and ensure the efficient and effective delivery of services.

Backing Statements:

(1) "This bond isn't just about bricks and mortar. It also expands city services and strengthens our Police Department so Maplewood can respond faster to community needs."

(2) "Upgrading Maplewood's 60-year-old municipal facilities will give police the space and tools needed to best serve the community, as well as modernize infrastructure so residents receive efficient, reliable city services every day."

(3) "By fixing our 60-year-old City Hall and police facility, we'll give officers the space they need to respond quickly, make our buildings easier to access for people with disabilities, and ensure our departments can effectively and efficiently deliver city services."

Message 2: Maplewood is funding these critical projects in a way that is fiscally responsible and transparent.

Backing Statements:

(1) “This modest increase spreads the cost fairly across the community, ensuring everyone benefits from safer facilities and stronger services.”

(2) “For about \$11 more a month on a \$300,000 home, we can modernize outdated facilities, improve service delivery, and strengthen our community for decades to come.”

(3) “Delaying these upgrades will only increase costs later. Acting now ensures Maplewood’s facilities can serve our community for decades to come.”

(4) “We know every dollar matters in our current economy. That’s why we’re committed to being transparent about the exact cost: for most taxpayers, it’s about the price of a cup of coffee each week.”

Message 3: This bond referendum is designed to serve the needs of *all* Maplewood residents.

Backing Statements:

(1) “The priorities funded by this bond — public safety, accessibility, and infrastructure — reflect what Maplewood residents want for the future of their city. Investments such as this one strengthen community pride.”

(2) “By making improvements to public safety, the delivery of services, and accessibility, this investment helps achieve the shared goals of safer facilities, better access, and stronger services for everyone.”

Fall Maple Leaf - Mayor's Letter

Next April, Maplewood voters will be invited to consider Proposition M, a bond referendum to modernize our municipal facilities. As both your mayor and an architect, I want to share some perspective on how we've arrived at this moment and what this investment could mean for our community.

When the Fire Department moved into its new facility in 2018, we saw an opportunity to address long-standing space challenges at City Hall. The Police Department was operating in spaces built when the department had half as many officers as it has today. There were no provisions for accommodating officers of different genders, and the facility wasn't designed to be accessible. Many spaces served multiple purposes without provisions for the privacy needed to concentrate on report writing or discuss confidential information, and there were no secure areas for prisoner conveyance and processing.

We've made incremental improvements where we could. The additional space gained from the Fire Department's move wasn't contiguous with existing police areas, so I provided architectural services for a stairway that facilitates more efficient circulation between upper and lower police spaces — a low-cost solution to address internal traffic flow that will be maintained in any future redesign. I also designed the conversion of the abandoned apparatus bay into a fitness area, providing a much more appropriate configuration than the cramped, remotely located gym that existed before. I donated my services, tools, and materials for these projects because I believe in investing in our community.

But these band-aid solutions can only go so far. Proposition M would allow us to make comprehensive improvements: creating secure areas for police vehicle storage and suspect processing, providing covered parking that could reduce vehicle damage and insurance costs, and developing work spaces that match employees' duties. Most importantly, it would bring the entire facility up to the standards recommended by the Commission on Accreditation for Law Enforcement Agencies (CALEA), which has recertified our department. We are proud of our police staff, but they have outgrown the spaces we currently have, and CALEA has made clear recommendations about facilities needed to meet best practices and standards.

This investment isn't just about the Police Department. It will provide a much-improved working environment for all city employees who serve our residents daily, from building inspectors to social services staff to community development personnel. And critically, it will ensure our municipal buildings are accessible to all residents.

As detailed elsewhere in this issue, residents will have opportunities to tour City Hall, see the existing conditions firsthand, and ask questions at upcoming community meetings. I encourage everyone to participate in these discussions and reach out with any questions as you consider your vote this spring.

Fall Maple Leaf

Prop M: What's on the Ballot?

Maplewood residents will vote on a bond referendum on Tuesday, April 7, 2026. This is a \$10.6 million general obligation bond that will require an increase to the City's debt service tax levy to fund annual debt service payments. The investment will go toward renovating City Hall and expanding the Police Department in alignment with recommendations from the Commission on Accreditation for Law Enforcement Agencies (CALEA), as well as improving security and ADA accessibility throughout the facility.

Maplewood's City Hall was built in 1962 to house the Police Department, Fire Department, Public Works, administrative operations, and the Maplewood Public Library. In 2010, when the library relocated to 7550 Lohmeyer, the facility was renovated to create City Council Chambers, add Police Department offices, install an elevator, and upgrade building systems. In 2018, the Fire Department moved to a new bond-financed facility next door, allowing for additional space reallocation within the existing building.

Despite these improvements, the facility continues to face operational challenges. City Hall now houses 47 Police, Public Works, and administrative personnel in spaces that weren't designed for current needs. The facility lacks secure areas for vehicle parking and safe conveyance and processing of suspects. Out-of-date systems and aging infrastructure affect daily operations, from customer service functions and municipal proceedings to community events. This bond issue will finance improvements to address these challenges.

To support this bond issuance, the City's debt service levy is currently expected to increase from \$0.28 to \$0.53 per \$100 of assessed valuation for the 20-year life of the bond.

By way of example: A \$300,000 home in Maplewood has an assessed value (19% of market value in Missouri) of \$57,000. This homeowner's current annual obligation for bond debt service — which supports bonds issued in 2014 for the new firehouse and in 2024 for streets, sidewalks, and street lighting — is \$159.62 annually (\$13.30 per month). If this referendum passes, the annual obligation is currently expected to be \$301.92 (\$25.16 monthly). For this example home, the increase would be an additional \$11.86 per month.

Should voters approve the bond, funds would support renovation and expansion of Police Department facilities to include secure areas, structural improvements to City Hall such as updated HVAC, lighting, and technology infrastructure, improved space organization to consolidate departments and enhance public access, and enhanced accessibility and ADA compliance throughout the facility.

For more information about the proposed project, please visit [\[URL for new Prop M page\]](#).

[updated 11.5.25]

PROPOSITION M: COMMUNICATIONS PLAN

Timeframe + Deliverables Matrix

Timeframe	Deliverable	Intended Audience	Objective	Notes
Phase 1: Foundational Work				
early Oct. 2025	first draft of core message document	internal (City, PD, Novella)	secure internal alignment on core messages for education campaign	submitted by Novella on 10/3; line-by-line discussion took place in 10/6 meeting
mid Oct. 2025	second draft of core message document	internal (City, PD, Novella)	receive final feedback from City & PD on core messages	Novella incorporated edits from 10/6 meeting; second draft submitted on 10/14; second draft revised on 10/23 to remove Public Works language
mid Oct. 2025	article for November "Maple Leaf"	all Maplewood households	introduce all Maplewood residents to the bond, why it's needed, and what it will do	Novella submitted "Maple Leaf" article on 10/15; legal team reviewed and edited; final draft is here ; Mayor Greenberg is finalizing his letter; "Maple Leaf"

				newsletter will likely hit mailboxes the week of Nov. 17
late Oct. 2025	third draft of core message document	internal (City, PD, Novella)	provide final draft for Council review and feedback	Novella will submit third draft after receiving Maplewood feedback on second draft
Week of Nov. 3	fourth draft of core message document	Council	obtain feedback following Council review (meeting is on November 11)	Novella will submit fourth draft by 11/5, for incorporation into Council packets
Week of Nov. 10	finalized core messages	all Maplewood residents (foundational document for all campaign comms)	finalize main resource for all comms materials created throughout the life of the campaign	Novella and Maplewood team will be the “keepers” of this document, which will be finalized shortly after Council review on Nov. 11. This doc in its entirety will never be shared with the public, but pieces will be used for different purposes and audiences.
Week of Nov. 10	Bond Referendum FAQ	City staff, PD staff, Council, key stakeholders	provide an educational backgrounder so that staff, council, & stakeholders feel equipped to speak about the issue	Novella will provide this doc to Amber & Laura by 11/12. It can be shared with anyone who needs it during the life of the campaign and is also a turnkey document for the campaign landing page.

Phase 2: Campaign Launch				
Week of Nov. 10	Campaign Landing Page	all Maplewood residents	provide an informational page on maplewoodmo.gov	Novella to work with Laura to get a basic informational page added to the City's site by 11/14; the page should go live prior to first social media posts.
Week of Nov. 10	Social Media Batch #1	all followers of City of Maplewood social media (Facebook & LinkedIn)	begin the steady sharing of info via social media	<p>Novella to send Social Media Batch #1 to Amber & Laura by 11/14 (via Google Drive).</p> <p>Batch will include 6 posts (to be spaced out between 11/18 and 1/5) — copy, graphics, and posting schedule.</p> <p>(Note 1: Laura posts M-F, usually 1x per day but occasionally 2x)</p> <p>(Note 2: The Maplewood, Mo. FB page will pick this & other Prop M social media up, as will South 40 News; Laura to share w/ Maplewood Businesses group)</p>
Week of Dec. 8	FYI ONLY: Final Approval of Ballot Language	-	-	Maplewood to receive final approval of Prop M language on 12/9

Week of Dec. 15	Media Plan	Maplewood and other regional media	outline the plan for earned-media activities between mid-February and Election Day	Novella to create Media Plan that will include pitch recommendations, as well as ideas for op-eds and letters to the editor
Week of Dec. 15	Comms Update #1	internal (City, PD, Novella)	provide informal progress report on communications activities	Novella to send Amber a comms update that includes insights, successes, pivots, and recommendations.
Week of Dec. 15	One-Pagers	(1) business owners, (2) seniors, (3) community leaders, (4) police officers, (5) general public	communicate about the referendum in the ways that are most relevant to each demographic	Novella to provide 5 one-pagers. All one-pagers will be similar in design but contain messaging targeted to specific demographics.
Week of Jan. 5	Presentation Deck	attendees of community meetings and other events	introduce meeting / event attendees to the bond, why it's needed, and what it will do; address any questions and concerns	Novella will provide a template deck that can be modified for various presentations
Week of Jan. 5	Social Media Batch #2	all followers of City of Maplewood social media (Facebook & LinkedIn)	continue the steady sharing of info via social media; publicize events	Novella to send Social Media Batch #2 to Amber & Laura by 1/5. Batch will include 4 posts (to be spaced out between 1/12 and 2/2) — copy, graphics, and

				posting schedule. Novella will also make recommendations on posts/shares from the Maplewood Police Department FB account.
Week of Jan. 5	Materials for Town Hall	attendees of 1/14 town hall	introduce Town Hall attendees to the bond, why it's needed, and what it will do; address any questions and concerns	Novella to create. May not need to create something new for this (existing one-pagers and Presentation Deck may work); Amber to advise.
Week of Jan. 5	E-Blast #1	subscribers to City of Maplewood emails	provide information about the bond, why it's needed, and what it will do; include links to socials and info about upcoming events	Novella to craft general e-blast, making the assumption that most recipients still need basic information <i>Send out on Tuesday, 1/13</i>
Week of Jan. 12	FYI ONLY: Town Hall this week			Maplewood hosting Town Hall on 1/14; presentation from 6-7p with tour afterwards
Week of Jan. 12	Media Kit	Maplewood and other regional media	provide reporters and producers with a resource that includes FAQs, renderings, and key contacts	Novella to create. Media Kit will be digital, but printouts can be provided upon request.

Week of Jan. 12	E-Blast #1	subscribers to City of Maplewood emails	provide information about the bond, why it's needed, and what it will do; include links to socials and info about upcoming events	Novella to craft general e-blast, making the assumption that most recipients still need basic information
Week of Jan. 19	Direct Mail Piece	all Maplewood households	remind all Maplewood residents about the bond, why it's needed, what it will do, and when Election Day is	Novella sending first draft of mail piece to Amber by 1/21. Mail in early March 2026
Week of Jan. 19	FYI ONLY: Maplewood 101 kicks off	-	-	First event of "Maplewood 101" series on 1/22
Week of Jan. 19	Comms Update #2	internal (City, PD, Novella)	provide informal progress report on communications activities	Novella to send Amber a comms update that includes insights, successes, pivots, and recommendations.
Week of Jan. 26	Social Media Batch #3	all followers of City of Maplewood social media (Facebook & LinkedIn)	continue the steady sharing of info via social media; publicize events	Novella to send Social Media Batch #3 to Amber & Laura by 1/26. Batch will include 4 posts (to be spaced out between 2/2 and 3/2) — copy, graphics, and posting schedule.

Phase 3: Ongoing Education & Engagement

Week of Feb. 16	E-Blast #2	subscribers to City of Maplewood emails	provide information about the bond, why it's needed, and what it will do; include links to socials and info about upcoming events	Novella to craft. In addition to including key information, add in any new endorsements (e.g., business leaders, community leaders, unions, faith leaders) and / or media hits <i>Send out on Tuesday, 2/24</i>
Week of Feb. 16	FYI ONLY: Sample ballots mailed	-	-	Sample ballots being mailed out this week; estimated to hit mailboxes 1-3 weeks later.
Week of Feb. 16	FYI ONLY: Absentee voting with an excuse opens	-	-	Absentee voting with an excuse opens 2/20
Week of Feb. 23	Social Media Batch #4	all followers of City of Maplewood social media (Facebook & LinkedIn)	continue the steady sharing of info via social media; publicize events; share endorsements and media hits	Novella to send Social Media Batch #4 to Amber & Laura by 2/25. Batch will include 4 posts (to be spaced out between 3/2 and 3/31) — copy, graphics, and posting schedule.
Week of Feb. 23	Comms Update #3	internal (City, PD, Novella)	provide informal progress report on	Novella to send Amber a comms update that includes insights,

			communications activities	successes, pivots, and recommendations.
Phase 4: GOTV				
Week of Mar. 16	FYI ONLY: In-person absentee voting opens	-	-	In-person absentee voting opens 3/19
Week of Mar. 23	Social Media Batch #5	all followers of City of Maplewood social media (Facebook & LinkedIn)	emphasize GOTV	Novella to send Social Media Batch #5 to Amber & Laura by 3/23. Batch will include 4 posts (to be spaced out between now and 4/7) — copy, graphics, and posting schedule
Week of Mar. 23	E-Blast #3	subscribers to City of Maplewood emails	provide information about the bond, why it's needed, and what it will do; include links to socials; reminder about Election Day hours & polling places	Novella to craft. In addition to including key info, add in any new endorsements (e.g., business leaders, community leaders, faith leaders) and / or media hits.
Week of Mar. 23	Comms Update #4	internal (City, PD, Novella)	provide informal progress report on communications activities	Novella to send Amber a comms update that includes insights, successes, pivots, and recommendations.
DAY OF APR. 7	GOTV E-Blast	subscribers to City of Maplewood emails	provide reminder about Election Day	EDUCATION ONLY - no "vote yes" language

			hours and polling places	
Phase 5: Post-Campaign Analysis				
Week of Apr. 13	Post-Campaign Brief	internal (Amber)	provide post-campaign analysis of messaging and methods	Novella to send Amber a post-campaign brief memo that encapsulates results, best practices, and key takeaways from the bond referendum campaign.
As Needed				
<i>AS NEEDED</i>	Event Collateral	attendees of community meetings and other events	provide information about the bond, why it's needed, and what it will do	May not need to create something new for this (existing one-pagers and Presentation Deck may work); Amber to advise. Could theoretically need tabletop signs, table banners, etc. depending on event and budget

Breakdown of Due Dates

Novella Due Dates (Novella → Maplewood)	
Date	Deliverable
Monday, November 10, 2025	Bond Referendum FAQ
Wednesday, November 12, 2025	Social Media Batch #1
Thursday, November 13, 2025	FINAL Messaging Document (if any edits from Council)
Friday, November 14, 2025	FINAL Bond Referendum FAQ
Friday, November 14, 2025	Campaign Landing Page
Friday, November 14, 2025	FINAL Social Media Batch #1
Monday, December 15, 2025	Media Plan
Monday, December 15, 2025	One-Pagers
Monday, December 15, 2025	Presentation Deck Template
Wednesday, December 17, 2025	Comms Update #1
Monday, January 5, 2026	E-Blast #1
Monday, January 5, 2026	Social Media Batch #2

Wednesday, January 7, 2026	FINAL Presentation Deck Template
Thursday, January 8, 2026	FINAL Media Plan
Thursday, January 8, 2026	FINAL One-Pagers
Friday, January 9, 2026	IF NEEDED: any additional materials for 1/14 Town Hall
Friday, January 9, 2026	FINAL E-Blast #1
Friday, January 9, 2026	FINAL Social Media Batch #2
Monday, January 12, 2026	Media Kit
Friday, January 16, 2026	FINAL Media Kit
Tuesday, January 20, 2026	Comms Update #2
Wednesday, January 21, 2026	First draft of Direct Mail Piece
Monday, January 26, 2026	Social Media Batch #3
Friday, January 30, 2026	FINAL Social Media Batch #3
Monday, February 2, 2026	Second draft of Direct Mail Piece
Tuesday, February 10, 2026	FINAL DRAFT of Direct Mail Piece
Monday, February 16, 2026	E-Blast #2
Friday, February 20, 2026	FINAL E-Blast #2
Monday, February 23, 2026	Social Media Batch #4

Wednesday, February 25, 2026	Comms Update #3
Friday, February 27, 2026	FINAL Social Media Batch #4
Monday, March 23, 2026	Social Media Batch #5
Monday, March 23, 2026	E-Blast #3
Wednesday, March 25, 2026	Comms Update #4
Friday, March 27, 2026	FINAL Social Media Batch #5
Wednesday, April 1, 2026	GOTV E-Blast
Tuesday, April 7, 2026	FINAL GOTV E-Blast
Monday, April 13, 2026	Post-Campaign Brief

Maplewood Due Dates (Maplewood → Novella)

Date	Deliverable
Wednesday, November 12, 2025	Requested edits (from Council, if any) to core messaging document
Wednesday, November 12, 2025	Requested edits to Bond Referendum FAQ
Thursday, November 13, 2025	Requested edits to Social Media Batch #1

Monday, January 5, 2026	Requested edits to Media Plan
Monday, January 5, 2026	Requested edits to One-Pagers
Monday, January 5, 2026	Requested edits to Presentation Deck Template
Tuesday, January 6, 2026	IF APPLICABLE: requests for any additional materials for January 14 Town Hall
Wednesday, January 7, 2026	Requested edits to E-Blast #1
Thursday, January 8, 2026	Requested edits to Social Media Batch #2
Wednesday, January 14, 2026	Requested edits to Media Kit
Wednesday, January 28, 2026	Requested edits to first draft of Direct Mail Piece
Thursday, January 29, 2026	Requested edits to Social Media Batch #3
Thursday, February 5, 2026	Requested edits to second draft of Direct Mail Piece
Wednesday, February 18, 2026	Requested edits to E-Blast #2
Wednesday, February 25, 2026	Requested edits to Social Media Batch #4
Wednesday, March 25, 2026	Requested edits to Social Media #5
Wednesday, March 25, 2026	Requested edits to E-Blast #3
Thursday, April 2, 2026	Requested edits to GOTV E-Blast