



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting
Wednesday, April 21, 2021

Agenda Item

Item 5. C. - Hennepin County Mailing

Prepared By

Linda Loomis, Administrator

Summary

At the March LMRWD Board of Managers meeting, the Board directed that a mailing be sent to LMRWD residents in Hennepin soliciting for a Manager to fill the vacancy created when Adam Frey did not seek reappointment. A list of addresses for properties located in the LMRWD was provided by Hennepin County. There are 7,675 individual addresses. Quotes were solicited for the mailing and the cost will be more than three times as much as the cost of the Dakota County mailing. Because of the cost, I thought it would be best to bring the quotes to the Board of Managers before proceeding.

Two quotes received were from MPX Group for \$1,681.07 plus postage and another from Shapco for \$1,730.00 plus postage. The cost of postage will be in the range of \$1,765.25 to \$1,995.50. The quotes are attached. The total cost for the mailing sent by the LMRWD to residents living in the Dakota County portion of the District was \$451.90. For comparison, the Dakota mailing went to 963 addresses.

The Dakota County mailing was charged to the postage and photocopying lines on the budget. In 2020, those lines were budgeted at \$500 and \$1,000 respectively. The District ended 2020 having spent \$343.93 for postage and \$539.13 for photocopying. Those dollar amounts include the amount spent for the Dakota County mailing.

The 2021 Budget has \$375 in the budget for postage and \$875 for photocopying. The Budget also includes \$11,250 for Manager per Diems and \$3,000 for Manager Expenses. Because of the COVID-19 health emergency, Managers have not incurred any reimbursable expenses and the District has not had a full Board, so per Diems were less than what was budgeted. In 2020, \$4,425 was spent on Manager per Diems (\$11,250 was budgeted). It is likely that over spending for postage and photocopying will be offset by under spending for Manager per Diem and Manager Expenses.

Attachments

Quote for Hennepin County mailing from MPX Group
Quote for Hennepin County mailing from Shapco
Invoice from MPX Group for Dakota County mailing

Recommended Action

Provide direction to staff.



The MPX Group
 7105 Medicine Lake Road
 Golden Valley, MN 55427
 763.553.1630

Estimate

No: **113601**

Date: 4/14/21

Customer PO:

LOWER MINNESOTA RIVER WATERSHED
 DISTRICT
 C/O Naiad Consulting, LLC
 6677 Olson Memorial Highway
 Golden Valley MN 55427
 LOWER MINNESOTA RIVER WATERSHED
 DISTRICT

Quantity	Description	Amount
7,675	Postcard 4.5 x 10.75, 100# Rolland ENVIRO100 Smooth Cover, 4 colors CMYK 2 sides	\$ 1,351.56
7,675	Mailing Services (postage not included)	\$ 329.51
Sales Rep: Todd Edholm ESTIMATE GOOD FOR 30 DAYS Unless otherwise indicated, estimates are based upon supplied print ready files and are subject to review upon receipt of electronic files. Prices do not include sales tax, freight, or postage.		



SHAPCO

TO: NAIAD Consulting – Linda Loomis

DATE: 4/16/21

Estimate #: 190729

FROM: Jeff Sommerstad

We are pleased to submit the following quotation for your approval:

Product Description: Postcard mailer
Size: 11-1/2" x 6-1/8" finished
Stock: 100# Blazer gloss cover
Ink Colors: 4 color process + full gloss aqueous 2 sides – no bleeds
Customer to Supply: print file ready for output along with database for mailing
Prep/Proof: Epson color proof, PDF proof and imposition proof
Bindery: trim, inkjet, sort and mail
Packaging: mail trays
Delivery: Local post office
Quantity: 7,675
Quote: \$1,730.00 + **postage to be determined**

Additional Information:

SHAPCO PRINTING, Inc.
1109 Zane Ave. North, Minneapolis, MN 55422
MAIN 612.375.1150 FREE 800.230.2828 FAX 612.334.5879 DIRECT 612.278.1556

www.shapco.com

PAPER PRICES ARE SUBJECT TO COSTS ON DATE OF ORDER. LABOR VALID 90 DAYS FROM ESTIMATE.
All quotes are subject to review upon receipt of order. Quotations are offered for immediate acceptance only, and are subject to regular trade customs.
This quotation was prepared with current paper prices that are subject to market changes.



The MPX Group
 7105 Medicine Lake Road
 Golden Valley, MN 55427
 763.553.1630

Invoice

No: **156031**

Date: 12/21/20

Customer PO:

Lower Minnesota River Watershed District
 C/O Naiad Consulting, LLC
 6677 Olson Memorial Highway
 Golden Valley MN 55427
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Quantity	Description	Amount
963	Make A Difference Postcard Mailing	\$ 335.12
963	Mailing Services (postage charged to customer cc)	\$ 116.78
	Postage Permit	\$ 235.07
	Postage Advance \$225.33 + 9.74(fee) = \$235.07	-\$ 235.07
Sales Rep: Todd Edholm		
Account Type: COD		
TERMS: Net 30 Days for Charge Accounts		
	SUBTOTAL	\$ 451.90
	TAX	
	SHIPPING	\$ 0.00
	TOTAL	\$ 451.90