

Agenda Item Summary
November 20, 2025

Agenda Item No. B-2
Newspaper Meeting Notices

Summary: Enclosed is an email from the Stowe Reporter indicating they intend to start charging legal and municipal meeting agenda Notices at a discounted rate. There is nothing in Vermont Open Meeting Law that requires Towns to place regular meeting agendas in a newspaper, but it has been the Town's practice to do so. Vermont's Open Meeting law requires a municipality to post their meeting agendas on the municipal website and three public places. Certain types of public meetings, such as public hearings, are required by law to be in a newspaper.

<https://legislature.vermont.gov/statutes/section/01/005/00312>

Town Plan Impact: N/A

Fiscal Impact: The estimated cost per fiscal year to place meeting ads in the Stowe Reporter is \$10,000 to \$15,000 per year at the discounted rate. This money is unbudgeted.

Recommendation: Discuss and advise.

Will Fricke

To: Will Fricke
Subject: RE: [EXTERNAL] Meeting agendas in the Stowe Reporter

From: Bryan Meszkat <bryan@newsandcitizen.com>
Sent: Friday, November 7, 2025 2:17:55 PM
To: Charles Safford <csafford@stovevt.gov>
Cc: Cindy Fuller <cfuller@stovevt.gov>
Subject: Re: [EXTERNAL] Meeting agendas in the Stowe Reporter

Hi Charles,

I ran some numbers from 2024 and 2023 to give you some history.

In 2023 The Stowe Reporter provided the Town of Stowe with 103 free legal ads. The total cost for these would have been; \$13,759.

In 2024 The Stowe Reporter provided the town of Stowe with 113 free legal ads. The total cost for these would have been; \$14,934.

The above costs are based on our standard "open" rate. Open rate means that there is no discount in place.

To put this in perspective with the discount I'm offering your 2024 cost would have been; \$11,067.

Bryan Meszkat
Director of Advertising Sales
802 253 2101 Office
802 488 4276 Cell
Bryan@NewsandCitizen.com

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Williston Observer • The Valley Reporter
Stowe Weddings & Green Mountain Weddings Magazine

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From: Charles Safford <csafford@stovevt.gov>
Sent: Thursday, November 6, 2025 10:47 AM
To: Bryan Meszkat <bryan@newsandcitizen.com>
Cc: Cindy Fuller <cfuller@stovevt.gov>
Subject: RE: [EXTERNAL] Meeting agendas in the Stowe Reporter

Brian,

How much do you estimate the cost would be for our meeting agenda ads for all boards on an annual basis based on the rates quoted below. This doesn't include legal ads like public hearing warnings, bids, job ads, etc. However, I'd be interest in a cost estimate for this as well if reasonable possible. Thank you. Charles



CHARLES SAFFORD
STOWE TOWN MANAGER
(802) 253-7350
WWW.STOWEVT.GOV

From: Bryan Meszkat <bryan@newsandcitizen.com>
Sent: Wednesday, November 5, 2025 11:31 AM
To: Charles Safford <csafford@stowevt.gov>
Cc: Cindy Fuller <cfuller@stowevt.gov>
Subject: Re: [EXTERNAL] Meeting agendas in the Stowe Reporter

You don't often get email from bryan@newsandcitizen.com. [Learn why this is important](#)

Rate is determined by the size of the ad.

Most agendas are; 1/16th of a page, 1/8th of a page or 1/6th of a page sizes.

The cost to run these sizes for a typical town or business are \$58, \$111 and \$148 respectively.

I would offer you a "special rate" of;

\$43, \$84 and \$112 respectively.

Bryan Meszkat
Director of Advertising Sales
802 253 2101 Office
802 488 4276 Cell
Bryan@Newsandcitizen.com

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Williston Observer • The Valley Reporter
Stowe Weddings & Green Mountain Weddings Magazine

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From: Charles Safford <csafford@stowevt.gov>
Sent: Wednesday, November 5, 2025 11:17 AM
To: Bryan Meszkat <bryan@newsandcitizen.com>
Cc: Cindy Fuller <cfuller@stowevt.gov>
Subject: RE: [EXTERNAL] Meeting agendas in the Stowe Reporter

Hi Bryan,
Thank you for letting me know. What does a typical agenda cost to print and how do you determine the rate?
Charles



CHARLES SAFFORD
STOWE TOWN MANAGER
(802) 253-7350
WWW.STOWEVT.GOV

From: Bryan Meszkat <bryan@newsandcitizen.com>
Sent: Wednesday, November 5, 2025 11:03 AM
To: Charles Safford <csafford@stovevt.gov>
Subject: [EXTERNAL] Meeting agendas in the Stowe Reporter

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Good morning Charles,

I hope all is well!

Starting January 1st, we are changing our company policy regarding the publishing of meeting agendas. We will no longer be printing meeting agendas at no charge.

I'm not sure if you are aware, but we have been printing The Town of Stowe meeting agendas at no charge for almost 30 years! No other town in my newspaper group receives this discount.

We appreciate your business, and I think we both agree that many town residents go to the Stowe Reporter to see the agendas so I would like to extend a very discounted rate.

Please let me know if you would like to meet and talk about this or if you have any questions.

Sincerely,

Bryan

Bryan Meszkat
Director of Advertising Sales
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