



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY AUGUST 24, 2023

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 352-462-5126 PIN 619 876 564 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. Minutes from the July 20th meeting
- III. General Agenda Items:
 1. Discussion on general budgetary guidelines and clarification from Finance Director Unertl
 2. Consider and approve Midwest Communications ads for on-line marketing
 3. Discuss and consider WEDC Talent Marketing Grant:
 - * Possible uses
 - * Budgeting considerations
 - * Administration and reporting requirements
 4. Update on potential costs for the 2024 Visitors Guide
 5. Continued discussion of Marketing Consultant options:
 - * Further clarity from committee of the desired needs to be met
 - * What do we need to have completed?
 - * Who or how best to get this accomplished?
 6. Consider and approve the Budget Proposal for 2024
- IV. Monthly Reports and updates:
 1. Survey results from Community Night Out and future Facebook posts - Social Media Specialist Savall
 2. Monthly Report - Social Media Specialist Savall
 - a. Social Media Update
 3. Consider placing reports on file
- V. Public Comment
- VI. Next meeting date: Thursday, September 21 at 5:15 PM
- VII. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, July 20, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Chair Fermanich, Alderperson's Weix and Meyer, Sarah Sturm, Laurie Ollhoff, Renea Frederick, Scott Steele. Dan Wendorf, Tammie Mrachek and John Greenwood were excused.

Also Present: Mayor Hass, City Clerk Anderson-Malm (left at 5:50), Interim City Administrator's Akey and Bennett, Social Media Specialist Savall and Merrill Community Media.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **New Board Member – Nathan Meyer –**
Chair Fermanich introduced Nathan Meyer to the Committee.
- III. **Approval of previous meeting minutes:**
Alderperson Weix made a motion to approve the May 18th meeting minutes. Alderperson Meyer seconded and the motion carried.

IV. **General Agenda Items:**

1. Discussion of hiring new Marketing Communications Specialist – Chair Fermanich reassured the City and Committee the Council is behind hiring a new specialist. Interim CA Akey started the discussion by asking if it should be a Marketing Consultant versus a Communication Specialist. Discussion occurred between all committee members.

After discussion, it was decided Interim CA's Akey and Bennet along with Mayor Hass would bring back a recommendation to the next meeting.

2. Discussion and consideration of Midwest Marketing on-line advertising proposal – Chair Fermanich briefly discussed the proposal. Alderperson Weix made a motion to accept the Midwest Marketing on-line proposal. Alderperson Meyer seconded and the motion carried.

3. Discussion and consideration of a Wedding Planner ad for the Expo Center rentals – This item was brought forward by Enrichment Director Mrachek. This would be 2 editions of a full page ad for \$1,260 and would be for the Fall of 2023 and Spring of 2024. This would come out of the Marketing Account. Alderperson Weix made a motion to approve the Wedding Planner ad for the Expo Center rentals. Alderperson Meyer seconded and the motion carried.

4. Discuss and consider promotion of Community Night Out – Chair Fermanich suggested asking Alderperson Caylor to mention this event at Gazebo Nights. SMS Savall said she would like a table with survey's asking people how they are following the City of Merrill and what they would like to see in the future. It was decided Premier would be contacted for a tablecloth with the City of Merrill's logo.

5. Discussion of street banners – This was put on hold until early 2024 however, following discussion it was decided Church Mutual would re-do their banner but the other banners would wait until 2024. A motion was made to this effect by Alderperson Weix. Alderperson Meyer seconded and the motion carried. The actual motion was not clear on the audio.

Marketing & Communications – July 20, 2023

Attachment: 2023-07-20 M&C Minutes (10271 : Minutes from the July 20th meeting)

V. **Monthly Reports and Updates:**

Social Media Specialist Savall highlighted items from the reports that were included in the packet. Alderperson Meyer made a motion to place the reports on file. Alderperson Weix seconded the motion carried.

VI. **Public Comment:**

Sarah Sturm made a public comment regarding the Chamber's Visitors Guide

VII. **Establish date and time of next meeting:**

Chair Fermanich mentioned the August meeting would be on the week of the Lincoln County Fair. Following discussion, the next regular meeting will be August 24 at 5:15PM. City Clerk Anderson-Malm will be absent from that meeting due to a conference.

VII. **Adjournment –** Alderperson Meyer made a motion to adjourn. Alderperson Weix seconded and the motion carried. The meeting was adjourned at 6:13 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm from notes taken at the meeting as well as the live stream from the city website.

Attachment: 2023-07-20 M&C Minutes (10271 : Minutes from the July 20th meeting)

Digital Jobs Ads:

**The jobs are plentiful,
but so are the break areas.**

**Come work,
play, live here**

**The jobs are plentiful,
but so are the break areas.**
Come work, play, live here

**The jobs are plentiful,
but so are the break areas.**
Come, work, play, live in northern Wisconsin

**The jobs are plentiful,
but so are the break areas.**

**Come, work, play, live
in northern Wisconsin**

Digital School Ads:

The schools are incredible,
but wait until you see our playgrounds.



merrill
Experience more to life!

Come work, play, live here



The houses are affordable,
but the backyards are priceless.
Come work, play, live here



The schools are incredible,
but wait until you see our playgrounds.
Come, work, play, live in northern Wisconsin



The schools are incredible,
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merrill
Experience more to life!

Come, work, play, live in northern Wisconsin

Digital Houses Ads:

**The houses are affordable,
but the backyards are priceless.**



merrill
Experience more to life!

**Come work,
play, live here**

merrill
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**The houses are affordable,
but the backyards are priceless.**
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Talent Attraction & Retention Marketing Cooperative Initiative Application

The purpose of WEDC's Talent Attraction & Retention Marketing Cooperative (Co-op) Initiative is to help eligible participants statewide solve their most pressing workforce challenges by magnifying the impact of their own marketing investments. See program guidelines for eligibility.

Section 1: Organization Information

Name: _____ Title: _____

Organization: _____

Address 1: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Email address: _____

Website: _____ Phone number: _____

Section 2: What are you proposing?

All co-op funds must be used to retain talent in the area you serve or attract talent from outside the state of Wisconsin. Eligible activities include advertising, marketing research, audience targeting or development of creative materials. See initiative guidelines for full requirements.

Describe your proposed marketing activities (attached extra pages if necessary):

Section 3: How much do you intend to invest?

Eligible expenses are matched on a one-for-one basis (50% match). Maximum match for a single request and applicant is \$75,000; minimum match is \$500. Only preapproved expenses are eligible for reimbursement. Full costs used to justify reimbursement by WEDC, including those not reimbursed, must comply with all Co-op requirements. See initiative guidelines for full requirements.

- A. Expenses anticipated by your organization \$ _____
- B. Requested WEDC matching dollars \$ _____
- C. Total planned expenses (sum of A and B): \$ _____

Affirmations and Signature

Please initial confirming your understanding if the following initiative requirements.

I understand that:

- _____ All proposals are subject to WEDC review and approval. No proposal is presumed approved until countersigned by an authorized WEDC representative.
- _____ All activities must be approved by WEDC in advance before initiated.
- _____ Under no circumstances will WEDC matching funds exceed the amount spent on qualifying activities by your organization.
- _____ Proof of qualifying expenditure, paid in full, must be submitted to receive WEDC funds.
- _____ Expenses must be incurred between August 1, 2023, and May 31, 2024. Applications for reimbursement must be received by June 14, 2024.
- _____ Applications must be accompanied by a current IRS Form W9 in the name of the applicant.
- _____ Approved proposals will be confirmed in a contract between the proposing organization and WEDC. Approvals are conditional upon contract execution.

See initiative guidelines for full requirements.

Signed

Name _____ Title _____ Date _____

Approved

Name _____ Title _____ Date _____

TALENT MARKETING COOPERATIVE INITIATIVE

MISSION

The purpose of WEDC's Talent Attraction & Retention Marketing Cooperative (Co-op) Initiative is to help eligible participants statewide solve their most pressing workforce challenges by magnifying the impact of their own marketing investments.

ELIGIBLE PARTICIPANTS

- Government, public and nonprofit organizations that promote economic development
- Regional and industry economic development entities
- State government agencies representing key industry sectors (state agencies are exempt from matching requirement; maximum WEDC support of \$75,000 applies)

The following limitations apply to eligibility:

- "Captive" nonprofit organizations that exclusively or predominantly serve the interests of a single entity are ineligible
- Preference will generally be given to new applicants over those who participated in the FY23 co-op program
- Participants in FY23 who spent 50% or less of their program grant are eligible to apply for grants in the FY24 co-op up to the amount of their actual FY23 grant conversion
- Participants must use updated WEDC logos and branding wherever applicable, whether or not materials are related to this initiative

GUIDELINES

Eligibility

- All participants must qualify as eligible participants (see above)
- Co-op funds must be used as follows:
 - Advertising to attract talent from outside the state of Wisconsin
 - No advertising, marketing or messages can be targeted to attract workers from within Wisconsin (no "workforce cannibalization")
 - Online advertising forms included: Display, Native, Search, Social

LEARN MORE

For more information about the WEDC's Talent Attraction & Retention marketing Cooperative Initiative, contact:
 Scott Champion
 Senior Vice President of
 Marketing & Brand
 Strategy
scott.champion@wedc.org
 608.210.6858

- All online ads must exclude audiences within the state of Wisconsin
- Print or broadcast media must substantially reach or circulate outside of Wisconsin
 - Talent retention marketing. No retention advertising, marketing or messages can be targeted to attract workers from other industries (no “workforce cannibalization”)
 - Other marketing activities: marketing research, audience targeting or development of creative materials for attraction of out-of-state talent or talent retention
- Participation and specific projects must be approved by WEDC’s Senior Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- An application form and contract will be provided and must be fully completed

Advertising

- All advertising supported through the Co-op must be focused on talent attraction or retention
- Campaign creative concept and representative creative executions must be approved by WEDC marketing
- Marketing supported through the Co-op must include the WEDC logo. This can be accomplished by including the WEDC logo in advertising or on other campaign-related components, such as a website landing page. Method of credit to WEDC must be clearly defined in the participant’s application
- Advertising creative requirements
 - Option 1: Use WEDC-supplied advertising
 - WEDC marketing or WEDC’s marketing agency of record, Hoffman York, can customize WEDC-supplied creative (creative costs may reduce participant reimbursement)
 - Customization will be approved for:
 - Specific geographies
 - Industry sectors
 - Participants can customize creative, within approved parameters, by using WEDC’s Talent Attraction Portal (digital asset management platform)
 - Option 2: participant-created creative that has been approved by WEDC marketing or designated member of the Marketing staff
- Use of all WEDC-supplied creative and assets (such as photography) may be governed by third-party licenses. Participants must discontinue use of creative and assets when notified by WEDC

Additional marketing activities

- Additional marketing activities, such as market research, audience targeting, and development of creative materials (including, but not limited to, websites, brochures, direct mail, videos, marketing collateral, etc.) are eligible for funding under the Co-op
- All such marketing activities must serve one of two objectives:
 - Talent attraction from out of state
 - Workforce retention
- All additional marketing activities must be approved by WEDC’s Senior Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- Creative materials supported through the Co-op must include the WEDC logo and acknowledge WEDC support

Funding

- Total funding available through WEDC for this initiative is \$750,000. WEDC can, at its discretion, increase or decrease funding available
 - Eligible expenses are reimbursed on a one-for-one basis (50% match)
 - Maximum reimbursement per participant in FY23: \$75,000
 - Minimum match for a single request is \$500

- Multiple requests will be accepted from the same applicant, up to the \$75,000 limit for the fiscal year
- Multiple requests contingent on the overall availability of Co-op funds
- Preapproved expenses only are eligible for reimbursement
 - Advertising
 - Media planning fees and fulfillment expenses (such as agency or consultant fees) are not eligible for reimbursement
 - Full media costs, including those not reimbursed by WEDC but used to justify matching payments, must comply with all Co-op requirements
 - State agencies are exempt from matching requirement; maximum reimbursement applies
 - WEDC may plan, place and directly fund advertising for state agencies
 - Other marketing activities
 - Full project costs, including those not reimbursed by WEDC but used to justify matching payments, must comply with all Co-op requirements
- Reimbursements will be provided via Bill.com. Participants must use Bill.com to receive reimbursement funds
- Participation will be approved up to the maximum Co-op funding available
 - If the Co-op is nearing or has reached the maximum funding level, conditional applications will be accepted. Conditional participants will receive reimbursement only if funding becomes available (due to lack of performance by previously approved participants). Reimbursement of conditional applications is not guaranteed

Co-op Dates

- Applications open August 2023 upon initiative launch. Applications must be submitted with an updated IRS Form W9 to be considered
- Participation and specific projects must be approved by WEDC's Senior Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- Eligible expenses with prior approval must be:
 - For advertising or other marketing activities initiated on or after initiative launch
 - Incurred by May 31, 2024
- Applications for reimbursement must be received by June 14, 2024

Reimbursement

- Eligible expenses will be reimbursed to the applicant organization after costs are paid
 - Proof of advertising placement must be provided
 - Proof of expenditure and payment must be provided
- All reimbursements subject to confirmation of adherence with Co-op guidelines
- Participants are responsible for all related activities
 - Negotiating, contracting, and executing approved eligible activities
 - Negotiating, contracting, and placing (trafficking) advertising placements
 - Direct media expenses (WEDC is not liable for direct payment of media costs and will not enter or cosign contracts with media outlets)

WEDC Decisions

- All Co-op-related decisions by WEDC's Senior Vice President of Marketing & Brand Strategy are final

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JULY 31ST, 2023

26 -Reserved - Non-Lapsing

Cable Franchise

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
45305-43439 State VSP Aid	24,324.00	24,324.37	24,324.37	100.00	(0.37
45305-43510 CARES COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	24,324.00	24,324.37	24,324.37	100.00	(0.37
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	97,500.00	0.00	51,555.36	52.88	45,944.64
TOTAL Licenses and Permits	97,500.00	0.00	51,555.36	52.88	45,944.64
TOTAL REVENUES	121,824.00	24,324.37	75,879.73	62.29	45,944.27
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	0.00	18,536.84	24.72	56,463.16
55305-03-40022 Closed Captioning Legal	1,000.00	0.00	0.00	0.00	1,000.00
55305-03-45000 Audio-Chambers & Expo	20,000.00	0.00	23,296.00	116.48	(3,296.00
55305-03-46389 Wi-Fi Public Replacements	7,500.00	0.00	0.00	0.00	7,500.00
55305-03-46390 Software-Web Filtering	7,500.00	0.00	0.00	0.00	7,500.00
55305-03-46500 Festival Grounds & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-47250 City Website Hosting	0.00	0.00	4,650.00	0.00	(4,650.00
55305-03-47500 Accela Live Streaming	10,000.00	32.89	10,145.93	101.46	(145.93
55305-03-47533 M&C Committee - Resources	110,800.00	83.16	1,509.04	1.36	109,290.96
55305-03-47555 Marketing Contractor	0.00	0.00	29,260.00	0.00	(29,260.00
55305-03-47557 Social Media Contractor	0.00	1,725.00	12,475.00	0.00	(12,475.00
55305-03-47566 M&C - Cell Phone	0.00	0.00	246.98	0.00	(246.98
TOTAL Supplies & Expenses	231,800.00	1,841.05	100,119.79	43.19	131,680.21
TOTAL EXPENDITURES	231,800.00	1,841.05	100,119.79	43.19	131,680.21
REVENUES OVER/ (UNDER) EXPENDITURES	(109,976.00)	22,483.32	(24,240.06)	0.00	(85,735.94

Attachment: Fund Summary and 2024 proposal (10321 : Consider and approve the Budget Proposal for 2024)

2024 Requested Funding M&C Committee

	<u>Annual Budget</u>	<u>Monthly Anticipated</u>	<u>Y-T-D Anticipated</u>	<u>% of Budget</u>	<u>Budget Balance</u>
M&C Committee Resource	\$ 36,400.00	\$ 3,033.00	\$ 36,396.00	99.99%	\$ 4.00
Marketing Contractor Position *	\$ 50,400.00	\$ 4,200.00	\$ 50,400.00	100.00%	\$ -
Social Medial Contractor Position **	\$ 24,000.00	\$ 2,000.00	\$ 24,000.00	100.00%	\$ -
M&C Cell Phone	\$ -	\$ -	\$ -	0.00%	\$ -
	\$ 110,800.00	\$ 9,233.00	\$ 110,796.00	100.00%	\$ 4.00

M&C Committee Resource - Detail

MWC Monthly Ads ***	\$ 14,400.00	* Est. \$4200/month
Visitors Guide Type Ads	\$ 2,000.00	** Est. \$2000/month
Recruitment Marketing	\$ 20,000.00	*** Est. 1200/month on-line ads
	\$ 36,400.00	

Other potential sources of revenue:

WEDC Talent Marketing Grant
 Lincoln County Marketing Colaboration
 Chamber of Commerce Colaboration

August Monthly Report

Social Media Consultant Monthly Report

Tasks - I have been scheduling daily posts for Facebook and posting special announcements as they come in; I have been getting ready for Community Night Out and will have a booth there for Social Media.

I have met with Chair LaDonna Fermanich a few times to discuss plans of actions around advertising and what we want to do moving forward.

I have met weekly with the Mayor to stay up to date on events and public meetings.

Events - I have attended and spoken at a couple meetings to create a plan of action for incorporating Social Media in different ways.

Social Media - I have been scheduling posts for August and working on the September calendar looking ahead to future events and adding things people will want to be informed about. I will continue to post on LinkedIn with relevant information and work closely with Nathan and Draco to build our YouTube audience.

Our YouTube pages are running well. Nathan, Draco and Summit have done a great job with Thumbnails and getting the meetings out in a timely manner. There are people subscribing and the hope is for Community Night out to help promote the Channels as well.

Social Media Analytics

July 1-31,2023

Facebook Page Reach: 27,269 (up 75.7%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 2,324 (up 28.7%)

The number of times your Facebook page was visited.

New Facebook Page Likes: 65 (22.6%)

Cumulative Facebook Page Likes: 2,691

Content (Most Popular by Reach)

1. Park City Flower Garden Thank You (Reach 7,798; Likes, Reactions, Comments and Shares: 200)
2. Quad Racing (Reach 7,647; Likes, Reactions, Comments and Shares:300)
3. Community Night Out (Reach 2,120; Likes, Reactions, Comments and Shares:113)
4. Merrill Go Round Job Opening (Reach 3,225; Likes, Reactions, Comments and Shares:193)
5. Tax Delinquent Property for sale (Reach 2,707; Likes, Reactions, Comments and Shares: 602)

Overall Posting

LinkedIn -

We Currently have 25 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts will include - Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

If you have ideas on other posts for LinkedIn I'd love to hear them.

YouTube

We currently have 15 subscribers for the Main City Of Merrill YouTube Channel. We have also started a City of Merrill Meetings Channel. There are currently 7 Subscribers of this new page. This is where all recorded meetings will be uploaded for people to watch.

We currently do not have paid social media ads.