

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, August 24, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

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

Also Present: Mayor Hass, Interim City Administrator Akey, Social Media Specialist Savall, Interim City Administrator Bennett and Merrill Community Media.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes:**
Alderperson Weix made a motion to approve the July 20th meeting minutes. Alderperson Meyer seconded and the motion carried.
- III. **General Agenda Items:**
 1. Discussion on general budgetary guidelines and clarification from Finance Director Unertl – Chair Fermanich asked this be included in the packet for clarification. General guidelines so committee knows which account expenses are credited.
 2. Consider and approval Midwest Communications ads for on-line marketing – Chair Fermanich explained the ads for on-line marketing. Ads will be run in the targeted markets. Alderperson Meyer made a motion to approve the Midwest Communications ads starting in September. Alderperson Weix seconded and the motion carried.
 3. Discuss and consider WEDC Talent Marketing Grant – Chair Fermanich brought this for consideration and thoughts on possible uses for this grant. Money needs to be spent before reimbursement of the grant. It was decided to bring this back to the September meeting. No further action was taken.
 4. Update on potential costs for the 2024 Visitors Guide – no current information available. It was decided to bring this back on a future agenda.
 5. Continued discussion of Marketing Consultant options – Chair Fermanich spoke about this item. Scott Steele said focus should be on media/news stations and press releases, searches and optimization (SEO) and the website and oversee Midwest Communications marketing. Park and Rec Director Wendorf would like someone to funnel thoughts and ideas to press releases and social media. Following discussion, it was decided to map out quarterly events and have Midwest Communications handle marketing. New events would be added or updated as necessary. Alderperson Weix made a motion to contact Midwest Communications about marketing the City of Merrill. Alderperson Meyer seconded and the motion carried.
 6. Consider and approve the Budget Proposal for 2024 – Chair Fermanich explained the budget proposal for 2024. Alderperson Meyer made a motion to forward the budget proposal to the Common Council. Alderperson Weix seconded and the motion carried.

IV. **Monthly Reports and Updates:**

1. Survey results from Community Night Out and future Facebook posts – Social Media Specialist Savall – She reported on the night and received comments regarding what the community would like to see on the Facebook page. Citizens would like to see more events from businesses, street updates and city events.

2. Monthly Report – Social Media Specialist Savall – the report was in the packet.

3. Consider placing reports on file – Alderperson Meyer made a motion to place the reports on file. Alderperson Weix seconded and the motion carried.

V. **Public Comment:**

There was no public comment.

VI. **Next meeting date: Thursday, September 21 at 5:15 pm**

VII. **Adjournment** – Alderperson Weix made a motion to adjourn. Alderperson Meyer seconded and the motion carried. The meeting was adjourned at 6:03 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm from video footage from Merrill Community Media.