



CITY OF MERRILL
MARKETING & COMMUNICATIONS
MINUTES • THURSDAY AUGUST 19, 2021

Regular Meeting

City Hall Council Chambers

5:15 PM

I. Call to Order

Alderman Blake called the meeting to order at 5:16 P.M.

Attendee Name	Title	Status	Arrived
Rick Blake	Chair	Present	
John M. Van Lieshout	Aldersperson - Fifth District	Absent	
Mark Weix	Aldersperson - Seventh District	Present	
Dan Wendorf	Park and Recreation Director	Absent	
Tammie Mrachek	Community Enrichment Center Director	Present	
Jessica Zellers	Library Director	Present	

Other attendees (either remotely or in-person) included: Mayor Derek Woellner, City Administrator Dave Johnson, City Attorney Hayden, Renea Frederick, Kyle Gulke, Andrew Polzin, Melissa Wrycha and City Clerk Bill Heideman. Merrill Productions was present to videotape the meeting.

II. Agenda Items:

1. Come to agreement on updates from the July 22, 2021 Marketing & Communications Committee meeting

This agenda item was discussed under the presentation by Melissa Wrycha.

Presentation by Melissa Wrycha, Park City Credit Union

Melissa Wrycha gave a presentation and led discussion on an updated "Marketing, Branding & Communication Initiative" document.

As a result of discussion at the meeting, the following updates were made:

Vision Statement:

Merrill will be recognized as a welcoming city with a safe and diverse community, a vibrant and sustainable economy, and a comfortable quality of life for all.

Mission Statement:

To enrich quality of life through innovation, consistent and effective City services, while partnering with key stakeholders.

Values:

Two updates were made to the new values, as follows:

Partnership: Work together to get things done in collaborative and respectful manner.

Diversity and Inclusion: Embrace the traits and characteristics that make people unique and provide a sense of belonging and support within our community.

Why would someone want to move to Merrill

The following suggestions were made as additional reasons why someone would want to move to Merrill: Exceptional Library, Athletic Facilities, Scholarship Opportunities, River Bend Trail, Multiple Recreational Opportunities.

2. Discuss raising awareness in the community about the committee's efforts

The following were suggested methods for raising awareness:

1. Facebook Live events
2. Timely social media updates
3. A "Marketing" employee
4. City website
5. Presentations to civic organizations/clubs

The possibility of city "informational" meetings was also suggested. It was noted, however, that those types of meetings have not historically been well-attended by the public.

III. Public Comment Period

None.

IV. Establish date, time & location of next meeting

Thursday, September 16th, 2021 at 5:15 P.M. in the City Hall Common Council Chambers.

V. Adjournment

Motion (Weix/Blake) to adjourn. Carried. Adjourned at 6:21 P.M.