



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY AUGUST 18, 2022

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call: 318-616-0312 PIN 975 967 442 #

- I. Call to Order
- II. Approval of Previous Meeting Minutes:
 1. Consider approval of July 21, 2022 meeting minutes
- III. Merrill's Logo and Branding
 1. Consider approval of official logo for Merrill's branding (the logo information will be provided at the meeting).
- IV. Marketing & Communications Update:
 1. Monthly Report - Marketing & Communications Consultant Kuczmarski
 2. Social Media Report
- V. Public Comment
- VI. Next meeting date, time and location
- VII. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, July 21, 2022 - MINUTES

Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich, Jessica Zellers, Gene Bebel, John Greenwood, Renea Frederick, Sarah Sturm (Merrill Area Chamber of Commerce) and Tammie Mrachek

Absent: Dan Wendorf and Chantel Kuczmarski

Also Present: Mayor Steve Hass, Scott Steele from Church Mutual Insurance, City Administrator Dave Johnson, City Clerk Lori Anderson-Malm, Brian Arndorfer and Merrill Productions Camera Operator.

1. Chair Blake called the meeting to order at 5:15 PM.
2. **Minutes of previous meeting** – June 30, 2022:

Alderman Weix made a motion to approve the minutes from June 30, 2022. Alderman Fermanich seconded and the motion carried.

3. **Consider clarification of voting and non-voting committee members and compensation for said members.**

Mayor Hass explained only standing committee members can vote. This is a standing committee, not a citizen group. No information has been found from former Mayor's paperwork regarding the structure of the committee.

Discussion occurred between the committee members and the Mayor.

Alderman Weix made a motion to refer this to the full council to determine voting on the Marketing and Communications committee. Alderman Fermanich seconded and the motion carried.

4. **Consider approval of official logo for Merrill's branding**

Scott Steele gave a presentation concerning the reasoning behind the logo. The presentation was included in the agenda packet and included four logo designs. Scott mentioned the committee would vote tonight then take the designs out to the community for input.

City Administrator Johnson said he showed the logos to over 60 people and businesses. Option 2 was the first choice and Option 3 was the second choice.

The logos were narrowed down to two. Pictures will be taken to incorporate how the logos look on letterhead and other applications. The next step would be a focus group before any final decision is made.

Attachment: 2022-07-21 M&C Minutes (9103 : Consider approval of July 21, 2022 meeting minutes)

5. Marketing & Communications Update:

Marketing & Communications Consultant Kuczmarski was excused from the meeting. Her report was in the agenda packet.

6. AAC's Downtown Walking Tour – Presentation from Brian Arndorfer describing AAC's Downtown Walking Tour

Brian Arndorfer gave a presentation on Discover Merrill Walking Tour. The power point slides were included in the agenda packet.

After the presentation, discussion occurred regarding marketing this presentation and information.

7. Public Comment

There was no public comment.

8. Next meeting date, time and location

The next meeting will be Thursday, August 18 at 5:15 PM in the Council Chambers.

9. Adjournment

Aldersperson Weix made a motion to adjourn. Aldersperson Fermanich seconded and the motion carried. The meeting was adjourned at 6:25 PM.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm

August 18, 2022

Marketing & Communications Update – Chantel Kuczmarski

Description: The Communications Consultant is responsible for communications that consistently and adequately inform Merrill community residents and local businesses about issues, programs and initiatives that will have a direct impact on them or their neighborhoods and to regularly engage individuals in open and meaningful dialogue. The Communications Consultant will provide a central point of contact for City internal and external communication efforts.

Tasks:

Community Night Out – Media Relations

- I've been working to promote Community Night Out on Aug. 30.
- Police Officer Jon Stubbe, Fire Battalion Chief Jon Leiskau and I went to Channel 12's studio in Rhinelander to promote Community Night Out. We appeared live on Up North @ 4 on Aug. 9.
- Channel 12 may be able to attend Community Night on Aug. 30.
- Added the event to local and online community calendars; and hung up posters around the Merrill community.

Community Night Out – Community Outreach

- I've been working with the Chamber to host a shared booth at Community Night Out.

Lincoln County Fair – Media Relations

- A press release was sent to local media outlets. I've also added the event to local, online community calendars. I'm currently working to get media coverage of the event.

Ironbull – Community Outreach

- I've been in contact with Andrea Larson, Executive Director of Ironbull, to share information about the City of Merrill with athletes at the event. (She was able to almost triple the number of runners this year thanks to the City of Merrill's Room Tax grant.)
- Flyers promoting Merrill as an Ice Age Trail Community were stuffed into runner's bags at the event.
- I received photos of the event and shared them on the City's Facebook page. These photos can be used in future materials promoting Merrill as an outdoorsy community.

Website Enhancements

- I'm working with Dustin to update the City's website.
- We received a proposal from GovOffice, which is our current website host. Dustin and I met with GovOffice to discuss details.

- To compare costs, timeline, and functionality, I met with reps from four different competitors to discover the best option for Merrill.
- I'm hopeful that we can sign a contract by the end of the month to start on the website redesign. The redesign will likely take 4-6 months to complete once we enter an agreement.
- A preliminary sitemap of the City's website has been completed. This is a work in progress.

Internal Communications

- It was brought to my attention that media was onsite during elections without notifying some staff. To keep everyone in the know when media is onsite and to ensure a communications process when handling media inquiries, I'm creating internal messaging that will sent to everyone.
- I've been meeting with department heads and staff to enhance the way we coordinate social media posts on the City's Facebook page, and to better communicate happenings.

Social Media Report

- See analytics for July 2022.

Print Advertising

- Working with Foto News on the City's ad celebrating the 175th anniversary of the original settlers here.

Budgeting

- Working with Marketing & Communications Committee to determine budget for 2023.

Building Partnerships:

- Met with members of AAC.
- Will attend an HR Professionals group meeting at the Chamber next week.
- Connecting with organizers of various events (ex. Black Squirrel Scurry, grand openings, etc.)

Social Media Report – July 2022 (July 1-31, 2022)

Trends

Facebook Page Reach: 20K (Up 40.9% over the last 31 days)

- This is the number of people who saw any content from your page (includes posts, stories, ads. *Reach is difference from impressions, which may include multiple views of your posts by the same people.)

Facebook Page Visits: 1.3K (Up 57% over the last 31 days)

- The number of times your Facebook page was visited.

New Facebook Page Likes: 79 (Up 41% over the last 31 days)

Content (Most Popular by Reach)

1. Tractor Supply coming to Merrill (Reach - 16.6K; Likes and Reactions – 794; Comments 185; Shares - 147)
2. Pier Street Closures (Reach – 4.9K; Likes & Reactions – 28; Comments – 15; Shares – 33)
3. Street Depart Sealcoating (Reach – 2.4K; Reactions – 5; Comments – 2; Shares – 1)
4. Chalk in the Park (Reach – 1.1K; Reactions – 8; Comments – 1; Shares – 2)
5. SC Swiderski LLC Preview of Fox Point apartments (Reach – 1,078; Likes & Reactions – 11; Comments – 8; Shares – 3)

**This post was shared from Chamber of Commerce.*

Current Audience

- **Facebook Page Followers: 2.25K**
- **Estimates Audience Size: 226M-267M**

(This is an estimate of how many people may meet your targeting criteria. This is NOT an estimate of how many people will see your ad.)