

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE

THURSDAY, August 18, 2022 - MINUTES

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

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich, John Greenwood, Renea Frederick, Dan Wendorf, Chantel Kuczmarski

Absent: Sara Sturm, Tammie Mrachek, Gene Bebel

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

I. Chair Blake called the meeting to order at 5:15 PM.

II. **Minutes of previous meeting** – July 21, 2022:

Aldersperson Weix made a motion to approve the minutes from July 21, 2022.
Aldersperson Fermanich seconded and the motion carried.

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

Scott Steele reported on the official logo. The input from the previous meeting was presented. Two logo options were presented in a handout that was given out at the meeting. The logo options were placed on various applications. Discussion with committee members about both logos took place. The second design option was the favorite of the committee. Scott Steele noted the colors did not read correctly so he will do the appropriate adjustments to get the colors accurate.

The next steps would be two focus groups. Communications Specialist Kuczmarski will take the two logo options to the Community Night Out on August 30th for feedback from the community. The other focus group would be comprised of people outside the community.

The estimate is to have the results of the focus groups presented at the September meeting and forwarding to the Common Council for the October meeting.

IV. **Marketing & Communication Consultant Report**

Communications Specialist Kuczmarski included her report in the packet. She gave a description of the activities she has completed and talked about future activities.

Social Media Report

Communications Specialist Kuczmarski included the social media report in the packet. She has been following the city's Facebook page and reported on those findings.

V. **Public Comment**

There was no public comment.

VI. **Next meeting date, time and location**

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

VII. **Adjournment**

Aldersperson Fermanich made a motion to adjourn. Aldersperson Weix seconded and the motion carried. The meeting was adjourned at 5:35 PM.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm