



CITY OF MERRILL
MARKETING & COMMUNICATIONS
MINUTES • THURSDAY JULY 22, 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	Present	
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	

Others in attendance (either in-person or remotely) included: Mayor Derek Woellner, City Administrator Dave Johnson, City Attorney Tom Hayden, Scott Steele, John Greenwood, Renea Frederick, Melissa Wrycha, Mike Ravn and City Clerk Bill Heideman. Merrill Productions was present to videotape the meeting.

II. Introductions

Meeting attendees introduced themselves.

III. Agenda Items:

Establish a clear brand identity for the City of Merrill

This agenda item was discussed as part of the presentation by Scott Steele.

Presentation by Scott Steele, Vice President, Chief Marketing Officer, Church Mutual Insurance Company

Scott Steele gave a "Marketing, Branding & Communications" presentation.

The following topics were covered:

Marketing Strategy:

Create a Marketing Plan

Define Goals

Define Objectives:

Three objective options were presented. They were talent, business and tourism. After discussion, there seemed to be consensus that the primary objective should be a focus on talent.

Current Situation

Branding:

Vision Statement

Mission Statement

Values

Brand Attributes

Brand Promise

Brand Personality

Brand Value Proposition

Brand Story

Tagline

Brand Identity

Communications:

Objectives

Four Pillars

Next Steps

IV. Public Comment Period

None.

V. Set time for next meeting

Wednesday, August 19th, 2021 at 5:15 P.M. in the City Hall Common Council Chambers.

VI. Adjournment

Motion (Van Lieshout/Weix) to adjourn. Carried. Adjourned at 6:55 P.M.