



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY JULY 21, 2022

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely, call 414-909-2796 PIN 270 210 113 #

- I. Call to Order
- II. Approval of Previous Meeting Minutes
 1. Approval of June 30, 2022 joint meeting with Historic Preservation
- III. Consider clarification of voting and non-voting committee members and compensation for said members. Referred from the June 28 Personnel & Finance Committee for clarification.
- IV. Consider approval of official logo for Merrill's branding
 1. Merrill Logo
- V. Marketing & Communications Update
 1. Marketing & Communication Consultant Report - Chantel Kuczmarski
- VI. AAC's Downtown Walking Tour
 1. Presentation from Brian Arndorfer describing AAC's Downtown Walking Tour.
- VII. Public Comment
- VIII. Next meeting date, time and location
 1. Next scheduled meeting would be Thursday, August 18 at 5:15PM
- IX. Adjournment

City of Merrill
Historic Preservation Committee joint with Marketing & Communications
Thursday, June 30, 2022 City Hall Common Council Chambers

Historic Preservation Voting Members Present: Chairperson – Michael Caylor,
 Alderperson – Steve Sabatke

Elizabeth McCrank, William Heideman, Bea Lebel were excused

Marketing & Communications Voting Members Present: Chairperson – Rick Blake,
 Alderperson LaDonna Fermanich, Alderperson – Mark Weix

Sara Sturm – Merrill Chamber, Dan Wendorf – Park & Rec Director, Jessica Zellers –
 Library Director, Scott Steele – Church Mutual

Committee members excused: Gene Bebel, Renea Frederick, Tammie Mrachek, and
 John Greenwood

Others in attendance included: Mayor Steve Hass, City Clerk Lori Anderson-Malm, City
 Attorney Tom Hayden, City Administrator Dave Johnson, Communications Specialist
 Chantel Kuczmarski and Merrill Productions was present to videotape the meeting.

I. Call to order

Marketing & Communications Chairman Blake called the meeting to order at 5:30 PM.

Historic Preservation Committee did not have a quorum so no voting occurred.

II. Approval of Previous Joint Meeting Minutes from June 16, 2022

Alderperson Weix made a motion to approve the previous joint meeting minutes.
 Alderperson Fermanich seconded and the motion passed.

III. Merrill Branding

1. Discussion with Historic Preservation Committee and Marketing & Communications regarding Merrill Branding – The branding was approved at a previous Marketing & Communications committee meeting.

2. Consider approval of official logo for Merrill's branding – Scott Steele provided a handout with the two logo's for consideration.

Discussion regarding the logo's presented happened between all people present. The first logo was preferred and suggestions for possible revisions were noted by Scott Steele. He will present the revised logo at the next Marketing & Communications committee meeting in July.

There will not be a joint meeting. It was decided the Historic Preservation committee will continue their labeling with historic signage.

Public Comment

Nathan from Merrill Productions mentioned he like the first logo. There was no other public comment.

Set date, time and location of next meeting

The next Marketing and Communications committee meeting will be Thursday, July 21 at 5:15 PM.

Adjournment

A motion was made to adjourn by Alderperson Fermanich. Alderperson Weix seconded and the motion passed. The meeting was adjourned at 6:16 PM.

Minutes prepared and submitted by: Lori Anderson-Malm, City Clerk



Merrill, Wisconsin

Logo | Tagline Options

Version 2

Merrill | Logo

Other Cities

As we discussed, simplicity is key to a logo. The logo or an element within the logo needs to be quickly identified across multiple platforms and media.

Merrill | Logo

CITY *of* BOSTON



Merrill | Logo

Considerations

At the last meeting, the consensus was to pursue the “M” option. We were asked to reconsider the use of all lower case and to explore some other iterations.

Following are new options.

Merrill | Logo

Transparency

There was a single comment made by someone who saw the “m” treatment. They said it reminded them of the Pure Michigan logo.

Upon review, we don’t feel there is an issue.

Merrill | Logo Option One

PURE *M* ICHIGAN

Merrill | Logo Option One



Merrill | Logo Option One



Simplified version of the preferred logo.

The flowing, modern “m” reflects our amazing natural beauty. The green symbolizes our forests and fields. The blue symbolizes our lakes and rivers.

The bold lower- case spelling of our city name and tagline symbolizes our small-town, neighborly charm – bold yet welcoming.

This authentic treatment elevates the Merrill community image.

Merrill | Logo Option One



Merrill | Logo Option Two



Merrill | Logo Option Two



A treatment of the upper case “m” to align with the rest of the lower case font.

A distinct shape in the background reflects our nature and water. The slight arc is a tip of the hat to our bridges.

Merrill | Logo Option Two



Merrill | Logo Option Three



Merrill | Logo Option Three



A treatment of the upper case “m” to align with the rest of the lower case font.

A screened back “M” reflects a playful and vibrant background to the Merrill community.

Merrill | Logo Option Three



Attachment: Merrill_Brand_Logo_Tag_Options_v2 (9009 : Merrill Logo)

Merrill | Logo Option Four



Merrill | Logo Option Four



The “M” is integrated with the name to connect our water and natural beauty to our community name.

Merrill | Logo Option Four



Attachment: Merrill_Brand_Logo_Tag_Options_v2 (9009 : Merrill Logo)

Merrill | Department Icons



**Streets
Department**



**Parks and
Recreation**



Finance

The “M” works very well as a distinct and vibrant mark for the various departments.

Merrill

Discussion

July 21, 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:

- **Getting to know elected and appointed officials:** I've been putting together bios and collecting photos from City leaders for the website. The website currently does not include bios of City leaders. Having bios and photos on the website will help residents get to know their elected officials and City department heads. I've received bios from most City leaders, but I need photos for a few, as I was not able to get everyone's photo on July 12.
- **Building Partnerships:** I've been working with the Chamber of Commerce to help communicate events and get information about upcoming events, developments, etc. We will work together to cross-promote happenings and events. I recently joined the Chamber to tour S.C. Swiderski properties, including the Fox Point development, which has a ribbon-cutting ceremony scheduled for August. I toured the Alexander estates, which is currently being developed. I will be meeting with the Aware and Active Citizens group on Aug. 4, and the HR professionals group on Aug. 25.
- **External Communications:** I've been working on media contact lists. I have a list completed for local media. I've introduced myself to members of the local media by email, and met with a few of them in-person. I plan to meet with media members periodically to improve relations with them and the City of Merrill.
- **Internal/External Communications:** I have created a press release schedule and social media calendar for the year. I encourage all department heads to contact me if they have an upcoming event or a communications need in their department, so that it can be added to my calendar/plan. I attended the City Department Head meeting on July 12, and announced this to the group.
- **Media Relations:** I've been working to promote Merrill's First Festival of Quilts on Aug. 5-6. A press release was sent to local media outlets on July 19. I've also added the event to local, online community calendars. I'm currently working to get media coverage of the event.
- I am working on PR for the Community Night Out event, which is Aug. 30. A press release will be sent out in August and I will work to get positive media coverage of the event.
- **Website Enhancements:** I'm currently looking at options to update/redesign the City's Website. I've been working with Dustin on this project. We recently received a proposal from GovOffice, which is our current website host. I've been researching various City websites and taking notes of features that would be beneficial for the City of Merrill. I'm working on a sitemap, so that visitors can easily find the information they are looking for.



#DiscoverMerrill Walking Tour

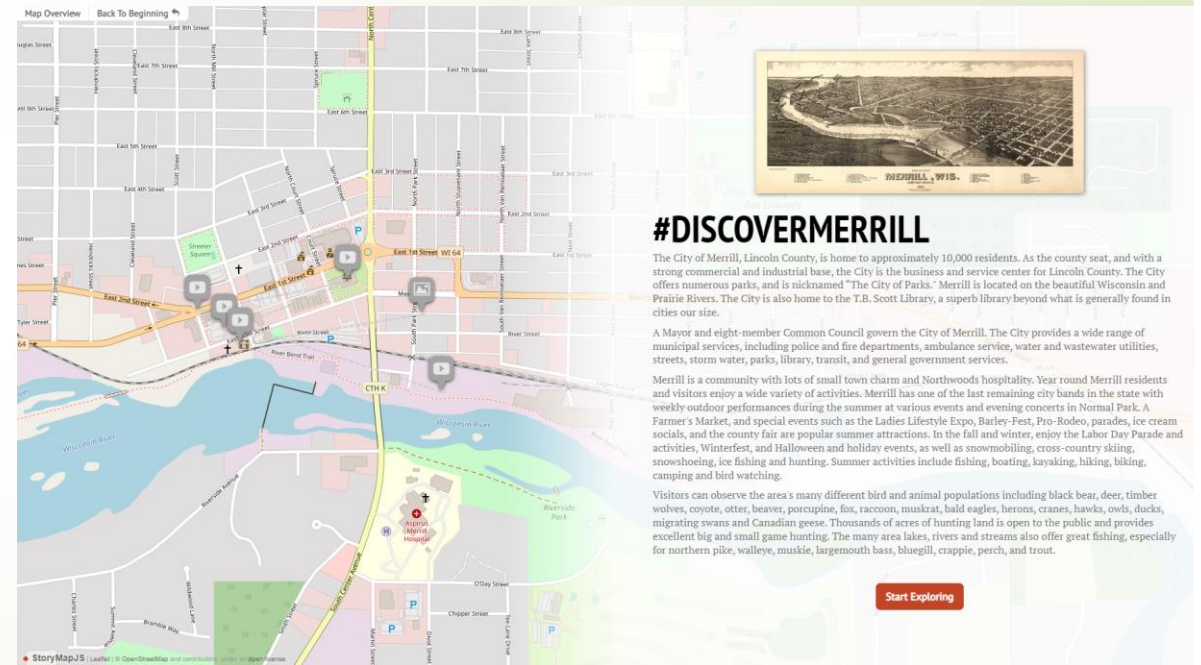
Product of the Merrill Aware and Active Citizens Membership

AAC Walking Tour of Downtown Merrill Project

- Aware and Active Citizens of Merrill, Inc.
 - Grant from Wisconsin Humanities Council
 - Purpose of grant: Appreciating local culture and improving upon it
- Broad Community Participation
 - AAC
 - T.B. Scott Free Library
 - Merrill Area Public Schools (MAPS)
 - Nathan Meyer (Video Producer)
 - Merrill Parks Department
 - Local Business Owners

Walking Tour is a Physical Tour with an Online YouTube Experience

- URL: <https://bit.ly/storymap-merrill>. If selected, calls up YouTube Map with highlighted locations
- Selecting the location on the map brings up a video for that location
- QR Code at each site location accessed by a smartphone camera or QR Code reader also brings up the video for that location
- Videos locally produced by Nathan Meyer (MAPS) with narration, music video footage, and period music.
- Use of local voices for narration further ties project to the community



YouTube Map of Downtown Merrill

T.B. Scott Lumber Company



Lincoln County Courthouse



Old City Hall



Cosmo Theatre



Trophy Bar



➤ Historical Architecture

➤ Originated as an Opera House

➤ 1st office of Church Mutual Insurance Company

➤ Used for a variety of functions: library, jail, Merrill Band

Future of Walking Tour – Next Steps

- Hope to involve multiple community organizations
- Expand Downtown Merrill locations
- Include Westside locations and other locations throughout the City
- Add videos to existing physical signs on River Bend Trail (enhance both tour experiences)

WHAT IS THE VALUE OF THE WALKING TOUR TO MERRILL MARKETING STRATEGY?

- Draw tourists to downtown Merrill and connect with Marketing of the River Bend Trail
- Community Pride and Self-awareness of Past (educational component for students)
- YouTube map concept could be applied to other Merrill assets
 - City parks and Council Grounds State Park
 - Hotels, restaurants, and shopping opportunities
 - Local calendar events and activities