

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:

Aldersperson Weix made a motion to approve the minutes from June 30, 2022. Aldersperson 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.

Aldersperson Weix made a motion to refer this to the full council to determine voting on the Marketing and Communications committee. Aldersperson 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.

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