



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY JULY 20, 2023

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 806-410-3406 PIN 791 607 465 #

- I. Call to Order
- II. New Board Member - Nathan Meyer
- III. Approval of previous meeting minutes:
 - 1. Minutes from the May 18th meeting
- IV. General Agenda Items:
 - 1. Discussion of hiring new Marketing Communications Specialist
 - 2. Discussion and consideration of Midwest Marketing on-line advertising proposal
 - 3. Discussion and consideration of a Wedding Planner ad for the Expo Center rentals
 - 4. Discuss and consider promotion of Community Night Out - Tuesday, August 1
 - 5. Discussion of street banners
- V. Monthly Reports and Updates:
 - 1. Monthly Report(s) - Social Media Specialist Savall
 - a. Social Media Update
 - 2. Consider placing reports on file
- VI. Public Comment
- VII. Establish date and time of next meeting: Thursday, August 17 at 5:15 PM
- VIII. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, May 18, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Chair Blake (remote), Alderperson's Weix and Fermanich, Chamber of Commerce – Nelson, Enrichment Center Director – Mrachek, Library Director – Ollhoff, Renea Frederick, Park & Rec Director Wendorf, John Greenwood, Scott Steele.

Also Present: Communications Specialist Kuczmarski, Social Media Specialist Savall, IT Manager Brown and Merrill Productions Camera Operator.

- I. Alderperson Weix acted as chair and called the meeting to order at 5:15 PM.
- II. **Minutes of previous meeting** – April 20
Chair Blake made a motion to approve the April 20 meeting minutes. Alderperson Fermanich seconded and the motion carried.
- III. **General Agenda Items:**
 1. Discussion and possible consideration on design and communications for City street banners – Scott Steele reported on the street banners and discussed the examples that were provided at the meeting. No action until final example is presented.
 2. Continued discussion on contest to name the City's garbage and recycling trucks – CS Kuczmarski gave a brief report regarding this contest. Decals have been ordered and plaques will be presented to the Washington School contest winners. Bin Diesel and Garbage Goblin were the two names chosen by paper ballots and on the city's page.
 3. Presentation of new website – CS Kuczmarski gave a presentation on the new city website and asked for feedback.
- IV. **Marketing & Communications and Social Media Updates and Monthly Reports:**
 1. Monthly Report – Marketing & Communications Specialist Kuczmarski – her report was provided in the packet.
 2. Monthly Report – Social Media Specialist Savall – her report was provided in the packet.
 3. Consider placing monthly reports on file – Alderperson Fermanich made a motion to place the monthly reports on file. Chair Blake seconded and the motion carried.
- V. **Public Comment:**
There was no public comment
- VI. **Establish date and time of next meeting:**
Thursday, June 15 at 5:15 PM
- VII. **Adjournment:**
Alderperson Fermanich made a motion to adjourn. Chair Blake seconded and the motion carried. The meeting was adjourned at 6:00 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm
Marketing & Communications – May 18, 2023



PREPARED FOR:



PREPARED BY:

Cameo Almli

Audio & Digital Marketing Consultant

cameo.roets@mwcadvertising.com



DIGITAL ADVERTISING SOLUTIONS

- **RETARGETING DISPLAY**

- Ability for your ads to appear on millions of family friendly white listed sites by following your targeted demo internet activity.
- Display ads will be seen on desktop, laptops, smart TV, mobile and tablets.
- Targeting users based on keywords, search history and content consumption
- Following users who visit your website (by placing a pixel on your site)
- Access to a full reporting dashboard and/or monthly report breakdowns
- Industry standard ad spots: 728x90, 320x50, 160x600 and 300x250
- Option for MWC to design and rotate unique creative at no additional cost
- Ability to add geo-fence locations, competitors, and/or events
- Ads will link directly to <https://ci.merrill.wi.us/>

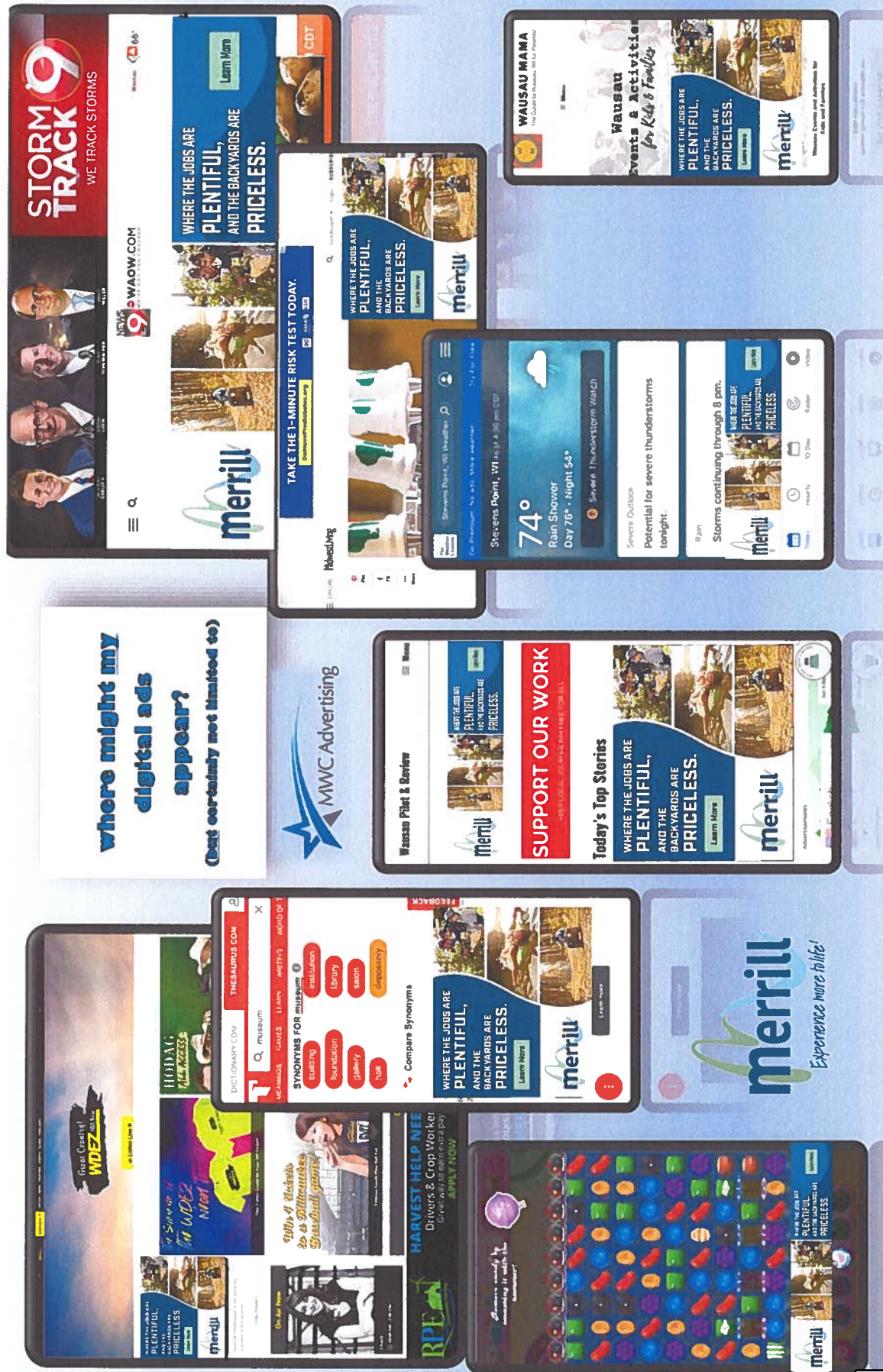
Who Will Be Targeted

Demo Target

Approximately 120,000 monthly impressions targeting individuals that are ages 25-45 with kids up to 9 years of age or without kids in zip code chosen by City of Merrill in the Minneapolis and Chicago areas.

Monthly Investment: \$1200

City of Merrill ads will be served 120,000 times per month.





Advertising, Marketing and Service Agreement

This Advertising, Marketing and Service Agreement between The City of Merrill and Midwest Communication Inc. sets forth the terms under MWC will provide and perform services and function on behalf of client. Elements of the agreement are summarized below.

Midwest Communication will serve 120,000 Digital Re-targeting Ads per month. Includes:

- City of Merrill ads to appear on millions of family friendly white listed sites by following your targeted demo internet activity
- Display ads will be seen on desktop, laptops, smart TV, mobile and tablets
- Targeting users based on keywords, search history and content consumption
- Following users who visit your website (by placing a pixel on your site)
- Monthly reports / recaps
- Industry standard ad spots: 728x90, 320x50, 160x600 and 300x250
- Option for MWC to design and rotate unique creative at no additional cost
- Ability to add geo-fence locations, competitors, and/or events
- Ads will link directly to <https://ci.merrill.wi.us/>

Total Cost; \$1,200 per month / 12 months / \$14,400 total investment.

The term of this agreement is _____ 2023 to _____ 2024.

City of Merrill

Signature _____

Date _____

Print Name _____

Title _____

We agree to pay for all advertising placed by us or by our agent, employee, or representative. It is Midwest Communications, Inc. policy to reserve the right to contact the agency/advertiser directly as deemed necessary. Our payment terms are net 30 days and if the account becomes past due we understand and agree that payment made by the agency or advertiser to any firm or person other than Midwest Communications, Inc. shall not constitute payment to Midwest Communications, Inc. We further agree to pay for all collections cost, attorney fees, and court costs incurred in the collection of said accounts, regardless of whether judicial action is taken. A two week advance written cancellation notice is required unless otherwise specified.

WEDDING

Planner



Informative Local Content

From planning checklists to insightful bridal planning info available only in our guide.

Eye Catching Full Color

Will make your ad and your offer stand out.

Don't Miss This Great Opportunity!

The Wedding Planner is an invited guest at the area's finest bridal shows and wedding related businesses.

	ONE EDITION	TWO EDITIONS
Full Page (7" x 8.75")	\$840	\$1,260
Half Page (7" x 4.27")	\$430	\$725
Quarter Page (3.4" x 4.275")	\$285	\$440
Eighth Page (3.4" x 2.15")	\$155	\$275

	ONE EDITION	TWO EDITIONS
Inside Front or Back (Gloss)	\$1,030	
Back Outside Cover (Gloss)	\$1,250	
Full Page Inside (Gloss)	\$995	\$1,580
Half Page Inside (Gloss)	\$590	\$925
Quarter Page Inside (Gloss)	\$355	\$570

Issues:

NORTHERN WISCONSIN WINTER/SPRING 2023

(January-June distribution)

4,500

Forest, Langlade, Lincoln,
Marathon, Oneida, and
Vilas Counties

Issue Deadline:

November 30, 2022

Publication Date:

December 28, 2022

NORTHERN WISCONSIN SUMMER/FALL 2023

(June-December distribution)

4,500

Forest, Langlade, Lincoln,
Marathon, Oneida, and
Vilas Counties

Issue Deadline:

June 14, 2023

Publication Date:

July 19, 2023

June Monthly Report

Social Media Specialist Monthly Report

Description - The Social Media Specialist is responsible for developing social media content that engages audiences and identifies creative online marketing strategies to attract residents, workers and visitors to the city. The SMS will collaborate with staff and members of the Marketing & Communications Committee to develop successful Social Media Campaigns. This position works closely with and reports to the Communications Consultant, who will review and approve the posts.

Tasks - I have been scheduling daily posts; I'm learning more about LinkedIn and how we will use this platform to best promote our city. Our goal is to use ribbon cuttings, open city employment positions, and business after hours to build our following on this platform.

I have met weekly with the Mayor, Rick Blake and Chantel to stay up to date on events and public meetings.

Events - I attended ribbon cuttings to plan out posts that support local businesses.

Social Media - I have been scheduling posts for June and working on the July calendar looking ahead to future events and adding things people will want to be informed about. We are posting on LinkedIn weekly about positive business happenings in town. I will continue to research more into LinkedIn and YouTube to make sure we are using them most effectively.

July Monthly Report

Social Media Specialist Monthly Report

Description - The Social Media Specialist is responsible for developing social media content that engages audiences and identifies creative online marketing strategies to attract residents, workers and visitors to the city. The SMS will collaborate with staff and members of the Marketing & Communications Committee to develop successful Social Media Campaigns.

Tasks - I have been scheduling daily posts for Facebook and posting special announcements as they come in; I'm learning more about LinkedIn and how we will use this platform to best promote our city. Our goal is to use ribbon cuttings, open city employment positions, and business after hours to build our following on this platform.

I have met weekly with the Mayor to stay up to date on events and public meetings.

Events - I have attended ribbon cuttings and meetings.

Social Media - I have been scheduling posts for July and working on the August calendar looking ahead to future events and adding things people will want to be informed about. I will continue to post on LinkedIn with relevant information and work closely with Nathan and Draco to build our YouTube audience.

In June, Nathan Meyer, Mayor and myself had a meeting to create a youtube page specifically for our Meetings at City Hall. This will be useful for people who want easy access to our meetings for viewing. There will be time stamps and labeled information in each video description for ease of use and understanding.

Social Media Analytics - May 2023 (May 1-31, 2023)

Facebook Page Reach: 30,056 (up 115.4%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 1,330 (down 7.86%)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 57 new likes (up 58.3%)

Content (Most Popular by Reach)

1. Father Menard Monument - (Reach: 19,425; Likes, Reactions, Comments and Shares: 179)
2. South State St. Bridge work - (Reach: 7,405; Likes, Reactions, Comments and Shares: 134)
3. Black Squirrel Scurry - (Reach: 2871; Likes, Reactions, Comments and Shares: 51)
4. Update State Street Bridge - (Reach: 1969; Likes, Reactions, Comments and Shares: 19)
5. Things to do this Month - (Reach: 1650; Likes, Reactions, Comments and Shares: 47)

We currently do not have paid social media ads.

Social Media Analytics - 6 Month Review (January 1 - June 30, 2023)

Facebook Page Reach: 58,390 (Up 64.5%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 8,153 (Down 13.7%)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 256 new likes (Up 10.8%)

Content (Most Popular by Reach)

1. Father Menard Monument - (Reach 19,502; Likes, Reactions, Comments and Shares: 178
2. Looking to fill your pool - (Reach: 8,064; Likes, Reactions, Comments and Shares: 162)
3. Three Arch Stone Bridge (Reach: 7,927; Likes, Reactions, Comments and Shares: 264)
4. State Street Bridge Work- (Reach: 7,555; Likes, Reactions, Comments and Shares: 133)
5. Winter Oval Races- (Reach: 6090; Likes, Reactions, Comments and Shares: 223)

Overall Posting

170 Published posts - Up 41.7% (Compared to previous 6 months)

Engagement up 8.3% (Compared to previous 6 months)

LinkedIn -

We Currently have 25 followers on LinkedIn. I am working on growing this following but do need more relevant content to post.

YouTube

We currently have 8 subscribers for the Main City Of Merrill YouTube Channel. We have also started a City of Merrill Meetings Channel. There are currently 3 Subscribers of this new page. This is where all recorded meetings will be uploaded for people to watch. Nathan and Draco have been working on getting this up and running.

We currently do not have paid social media ads.