

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, July 20, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Chair Fermanich, Alderperson's Weix and Meyer, Sarah Sturm, Laurie Ollhoff, Renea Frederick, Scott Steele. Dan Wendorf, Tammie Mrachek and John Greenwood were excused.

Also Present: Mayor Hass, City Clerk Anderson-Malm (left at 5:50), Interim City Administrator's Akey and Bennett, Social Media Specialist Savall and Merrill Community Media.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **New Board Member – Nathan Meyer –**
Chair Fermanich introduced Nathan Meyer to the Committee.
- III. **Approval of previous meeting minutes:**
Alderperson Weix made a motion to approve the May 18th meeting minutes. Alderperson Meyer seconded and the motion carried.
- IV. **General Agenda Items:**
 1. Discussion of hiring new Marketing Communications Specialist – Chair Fermanich reassured the City and Committee the Council is behind hiring a new specialist. Interim CA Akey started the discussion by asking if it should be a Marketing Consultant versus a Communication Specialist. Discussion occurred between all committee members.

After discussion, it was decided Interim CA's Akey and Bennet along with Mayor Hass would bring back a recommendation to the next meeting.
 2. Discussion and consideration of Midwest Marketing on-line advertising proposal – Chair Fermanich briefly discussed the proposal. Alderperson Weix made a motion to accept the Midwest Marketing on-line proposal. Alderperson Meyer seconded and the motion carried.
 3. Discussion and consideration of a Wedding Planner ad for the Expo Center rentals – This item was brought forward by Enrichment Director Mrachek. This would be 2 editions of a full page ad for \$1,260 and would be for the Fall of 2023 and Spring of 2024. This would come out of the Marketing Account. Alderperson Weix made a motion to approve the Wedding Planner ad for the Expo Center rentals. Alderperson Meyer seconded and the motion carried.
 4. Discuss and consider promotion of Community Night Out – Chair Fermanich suggested asking Alderperson Caylor to mention this event at Gazebo Nights. SMS Savall said she would like a table with survey's asking people how they are following the City of Merrill and what they would like to see in the future. It was decided Premier would be contacted for a tablecloth with the City of Merrill's logo.
 5. Discussion of street banners – This was put on hold until early 2024 however, following discussion it was decided Church Mutual would re-do their banner but the other banners would wait until 2024. A motion was made to this effect by Alderperson Weix. Alderperson Meyer seconded and the motion carried. The actual motion was not clear on the audio.

V. **Monthly Reports and Updates:**

Social Media Specialist Savall highlighted items from the reports that were included in the packet. Alderperson Meyer made a motion to place the reports on file. Alderperson Weix seconded the motion carried.

VI. **Public Comment:**

Sarah Sturm made a public comment regarding the Chamber's Visitors Guide

VII. **Establish date and time of next meeting:**

Chair Fermanich mentioned the August meeting would be on the week of the Lincoln County Fair. Following discussion, the next regular meeting will be August 24 at 5:15PM. City Clerk Anderson-Malm will be absent from that meeting due to a conference.

VII. **Adjournment –** Alderperson Meyer made a motion to adjourn. Alderperson Weix seconded and the motion carried. The meeting was adjourned at 6:13 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm from notes taken at the meeting as well as the live stream from the city website.