



CITY OF MERRILL

COMMUNICATIONS/HISTORIC PRESERVATION COMMITTEE

AGENDA • THURSDAY JUNE 30, 2022

Joint Meeting

City Hall Council Chambers

5:30 PM

- I. Call to Order
- II. Minutes
 - 1. Consider placing minutes from previous joint meeting on file.
- III. Merrill Branding
 - 1. Discussion between Historic Preservation Committee and Marketing & Communications Committee regarding Merrill Branding and Logo
 - 2. Consider approval of official logo for Merrill's branding.
- IV. Public Comment
- V. Adjournment

City of Merrill
Historic Preservation Committee joint with Marketing & Communications
Thursday, June 16, 2022 City Hall Common Council Chambers

Voting Members Present (5 of 5): Chairperson – Michael Caylor, Alderperson – Steve Sabatke, Elizabeth McCrank, William Heideman, Bea Lebel.

Others in attendance included: Mayor Steve Hass, City Clerk – Lori Anderson- Malm, Building Inspector/Zoning Administrator – Darin Pagel, City Attorney – Tom Hayden, Marketing & Communications committee members – Rick Blake, Chairperson, Alderperson – LaDonna Fermanich, Alderperson – Mark Weix, Sarah Sturm – Chamber of Commerce, Gene Bebel, Renea Frederick, Jessica Zellers – Library Director, John Greenwood, and Merrill Productions was present to videotape the meeting.

Committee members excused: Dan Wendorf – Park & Recreation Director, Tammie Mrachek – Enrichment Center Director

Call to order

Marketing & Communications Chairman Blake called the meeting to order at 5:16 PM.

Chairman Blake mentioned Scott Steele would be unable to attend the meeting to present the logo and branding. A special joint meeting was scheduled on June 30th at 5:30 pm to discuss the Merrill branding and logo.

Approval of Previous Meeting Minutes

Historic Preservation minutes – Chairman Caylor motioned to approve the May 18, 2022 minutes. Alderman Sabatke seconded. Motion carried.

Marketing & Communications minutes – Alderperson Weix motioned to approve the May 19, 2022 minutes. Chairperson Rick seconded and the motion passed.

Merrill Branding

Discussion with Historic Preservation Committee and Marketing & Communications regarding Merrill Branding – Chantel Kuczmarski was introduced and will put together a Strategic Communications Plan. Other projects for Marketing and Communications will not be determined until the branding is approved.

Discussion of Scott Steele's presentation at the Merrill Chamber – Scott Steele was unable to attend the meeting.

Merrill's 175th Anniversary

Discuss city involvement in recognition of the 175th Anniversary of the first settlers arriving in Jenny.

Joint Meeting Historic Preservation and Marketing & Communications June 16, 2022

There was discussion regarding the 175th Anniversary of the first settlers in Merrill. Bea Lebel from the Historical Society said they are not planning a large celebration but there is an exhibit.

Further discussion about how to celebrate this took place. Several suggestions were made.

Plaque for 105 W 1st St.

Discussion on plaque for 105 W. 1st Street as Merrill Landmark and available funds.

Building Inspector/Zoning Administrator Pagel reported on various quotes received regarding the sign for the American Legion Building at 105 W. 1st Street.

Aldersperson Sabatke made a motion to accept the quote from Premier Sign for the purchase of a sign for the Legion Building at \$1,090. The motion was seconded by Bea Lebel and was passed.

Discussion of potential future activities for Marketing & Communications Committee

Aldersperson Fermanich discussed her email to Chairperson Blake regarding some suggestions as for future ways to market Merrill.

There was discussion including having a survey for visitors, additional signage to bring visitor's to the various "downtown's" in Merrill. Other suggestions were interactive maps for the city parks as well as having a scavenger hunt.

Public Comment

There was no public comment.

Set date, time and location of next meeting

It was decided there would be a joint meeting with the Historic Preservation Committee and Marketing & Communications Committee on Thursday, June 30, 2022 at 5:30 PM in the Council Chambers.

Adjournment

Motion made by Aldersperson Weix to adjourn. Aldersperson Fermanich seconded and the motion carried. The meeting was adjourned at 6.01 P.M.

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