



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • MONDAY DECEMBER 19, 2022

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 929-220-3745 PIN 448 223 986 #

- I. Call to Order
- II. Approval of previous meeting minutes:
- III. General Agenda Item(s):
 1. Consider end-of-year spending for Marketing for 2022
- IV. Merrill's Logo and Branding:
 1. Consider approval of November 17 regular meeting and town hall minutes
- V. Marketing & Communications Update and Monthly Reports:
 1. Monthly Report - Communications Specialist Kuczmarski
 2. Social Media Report - Communications Specialist Kuczmarski
- VI. Public Comment
- VII. Next meeting date and time:
 1. Next regular meeting: Thursday, January 19 at 5:15 PM
- VIII. Closed Session:
 1. The Committee may convene in closed session pursuant to Wisconsin State Statutes Section 19.85(1)(c): Considering employment, promotion or compensation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, to consider the applicants for and recommend the hiring of a Social Media Specialist.
- IX. Reconvene in Open Session:
 1. The Committee may reconvene in open session for potential action on the closed session issue.
- X. Adjournment

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, November 17, 2022 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.**

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich, Communications Specialist - Chantel Kuczmarski, Enrichment Center Director Mrachek, Interim Library Director Ollhoff, Sarah Sturm, Renea Frederick, John Greenwood

Absent: Gene Bebel, Dan Wendorf

Also Present: Scott Steele from Church Mutual Insurance, Mayor Hass, City Clerk Anderson-Malm, City Attorney Hayden, Alderperson Lupton and Merrill Productions Camera Operator.

I. Chair Blake called the meeting to order at 5:15 PM.

II. **Minutes of previous meeting** – September 22, 2022:

Alderperson Fermanich made a motion to approve the minutes from October 20, 2022. Alderperson Weix seconded and the motion carried.

III. **Town Hall Meeting:**

1. Discuss procedure of Town Hall meeting:

Chair Blake explained the procedure for the town hall meeting. He asked the committee members to introduce themselves. Scott Steele will handle the presentation.

IV. **Marketing & Communications update:**

1. Monthly Report – Communications Specialist Kuczmarski

Communication Specialist Kuczmarski's report was handed out at the meeting. She read her entire report since it was not included in the agenda packet.

2. Social Media Report – Discuss hiring of Social Media Specialist

Chair Blake spoke about the social media positions. He mentioned there are currently four candidates.

V. **Public Comment**

There was no public comment.

VI. **Next meeting date and time:**

The next regular meeting will be Thursday, December 15 at 5:15 PM.

IX. **Adjournment**

Alderperson Fermanich made a motion to adjourn. Alderperson Weix seconded and the motion carried. The meeting was adjourned at 5:48 PM.

City Clerk – Lori Anderson-Malm

Marketing & Communications – November 17, 2022

Attachment: 2022-11-17 M&C Minutes (9490 : Consider approval of November 17 regular meeting and town hall minutes)

**CITY OF MERRILL
MARKETING & COMMUNICATIONS Town Hall
THURSDAY, November 17, 2022 - MINUTES
Regular Meeting City Hall Council Chambers 6:00 p.m.**

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich, Communications Specialist - Chantel Kuczmarski, Enrichment Center Director Mrachek, Interim Library Director Ollhoff, Sarah Sturm, Renea Frederick, John Greenwood

Absent: Gene Bebel, Dan Wendorf

Also Present: Scott Steele from Church Mutual Insurance, Mayor Hass, City Clerk Anderson-Malm, City Attorney Hayden, Alderperson Lupton, Public Works Director/City Engineer Akey, Greg and Betty Hartwig, Patty Prochnow, Sara Bradford, Nathan Meyer, Don Heil, Halley Sevall, Rebecca Rutkowski, Debra Keller, Mike Ravn, Melissa Richa, Sue Kunkel, Sharon Harvey, Channel 7 News crew and Merrill Productions Camera Operator.

I. Chair Blake called the meeting to order at 6:00 PM.

II. Opening Statement – Mayor Hass

Mayor Hass welcomed everyone to the town hall meeting. He asked all participants keep their statements to 3 minutes and be civil and respectful of others opinions.

III. Presentation for City of Merrill Logo and Tagline:

Chair Blake thanked everyone who participated in the town hall. He asked the committee members to introduce themselves. He turned the presentation over to Scott Steele.

Scott Steele gave a lengthy presentation regarding the background of the logo and tagline.

IV. Town Hall – Questions from Citizens:

The following citizens and committee members commented and asked questions about the logo and tagline:

Greg Hartwig – he liked the old logo however his mind was changed a bit after the presentation. His concern is about the cost to change the logos on vehicles and buildings. He does want the city to continue to market Merrill.

Patty Prochnow – stated that the presentation explained the logo and reason behind the tagline.

Scott Steele – addressed the City of Parks concern explaining the need for a new tagline is to attract more people and let them know of the other aspects of Merrill. Merrill is not just a city of parks.

Chantel Kuczmarski – explained the budget for the Marketing stating the money comes from franchise fees and does not come from property taxes.

Sara Bradford – she stated a number of her co-workers did not understand the tagline and thinks it needs improvement.

Marketing & Communications Town Hall – November 17, 2022

Attachment: 2022-11-17 M&C Town Hall Minutes (9490 : Consider approval of November 17 regular meeting and town hall minutes)

Nathan Meyer – “More to Life” does not feel complete. He likes the logo but thinks the tagline needs work.

Don Heil – agrees with the logo. At first he did not get it however after seeing the presentation, it makes sense.

Halley Sevall – she likes the tagline and logo but thinks it needs to be explained a bit more.

Rebecca Rutkowski – said her mind has been changed after the presentation.

Debra Keller – moved from Minneapolis and likes the logo and tagline. She said this is a calling card for Merrill and hopes it communicates to community members.

Mike Ravn – commented on the goal to attract and retain talent. We need to be proud of what we have in Merrill.

LaDonna Fermanich – said she sat in on the 5 year plan meetings where there wasn’t a true identity for the city. She stated you can put your own definition on “More to Life”.

Melissa Richa – likes the direction where Merrill is going. There needs to be a better job in explaining the logo and message. She like the end images of the presentation to bring everything together.

V. **Public Comment**

Chantel Kuczmarski gave a brief explanation on how she came to Merrill and the quality of opportunities in the area.

Sarah Sturm gave her perspective on Merrill and stated why she moved to Merrill.

Renea Frederick talked about her business and is encouraged on the progress of attracting talent to Merrill.

John Greenwood – appreciated the communication that took place tonight. He invited citizens to become involved in future meetings.

VI. **Adjournment**

Aldersperson Weix made a motion to adjourn. Aldersperson Fermanich seconded and the motion carried. The meeting was adjourned at 7:08 PM.

Minutes respectfully submitted by City Clerk – Lori Anderson-Malm

Dec. 15, 2022

Marketing & Communications Monthly Report by 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.

Community Outreach

- Attended the AAC's monthly meeting.

Media Relations

- Created a press release about Merrill's Holiday Decorating Contest and Tour of Lights Bus Ride and sent to local media outlets.
- Talked about the aftermath of the public forum, and Merrill's Holiday Decorating Contest and Tour of Lights Bus Ride on Bluejay 96.3 radio on Dec. 1. (Morning show with Lonnie)
- Need to finalize City's messaging for 2023 Visitor's Guide.
 - Foto News is requesting photos, list of City phone numbers, FAQs, blurb about the City and how it works, and article of choice.

Website Enhancements

- Working with GovOffice to update the City's website.
- Have access to new website.
- Revising sitemap of the City's website.

Internal Communications / City Communications

- Worked on communications for Holiday Decorating Contest & Tour of Lights Bus Ride (Created flyers and posted around the community; created messaging on the City's website and Facebook page; and created a score sheet for judges riding the bus.)
- Worked with staff to post misc. messages on the City's website and Facebook page. (*Ex: street closures, construction, last-minutes meetings, misc. announcements, etc.*)
- Created story about S.C. Swiderski's new housing development, Alexander Estates
- Created article about the City's tax levy increase.
- Created article announcing New Library Director.
- Please contact me if you have any City communication needs/suggestions.

Photography

- Building photo gallery.
- Need more photos bringing Merrill's More to Life brand to life for website, social media, and marketing purposes.

Digital Marketing

- Met with Spectrum and Chamber to discuss opportunities to market Merrill. In the process of reviewing their proposal for digital marketing.

Social Media Updates

- Interviewed candidates in the running for Social Media Specialist.
- Working on social media messaging for 2023.
- See analytics for November 2022.

Surveys

- As requested by the Marketing & Communications Committee, I looked into various agencies to conduct market research on our new logo/tagline, including SMARI, Lincoln+Boelter, H2R Market Research, Pilch and Barnet, and MMGY NextFactor.

Social Media Report – November 2022 (Nov. 1-30, 2022)

Facebook Page Reach: 3,450 (Down 46.4% from the previous month.)

- *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: 1,103 (Down 70% from the previous month.)

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

New Facebook Page Likes: 12 New Likes (Down 73% from previous month.)

Content (Most Popular by Reach)

1. ***Reminder: the public forum is next week! – (Reach: 1,364; Likes, Reactions, Comments & Shares: 42)
2. Did you know that the Merrill Fire Department is getting a new ambulance? – (Reach: 925; Likes, Reactions, Comments & Shares: 29)
 - *This was a shared post from Merrill Fire Department.*
3. SC SWIDERSKI LLC will be adding more rental units on Webster Street – (Reach: 854; Likes, Reactions, Comments & Shares: 26; Link Clicks: 4)
4. Reminder: Winter parking restrictions – (Reach: 783; Likes, Reactions, Comments & Shares: 13)
 - *This was a shared post from Merrill Police Department.*
5. Garbage collection for Thanksgiving Day – (Reach: 727; Likes, Reactions, Comments & Shares: 17; Link Clicks: 5)

Current Audience

- **Facebook Page Followers: 2.3K (2,357)**
- **Estimates Audience Size: 221M – 260M**
(This is an estimate of how many people may meet your targeting criteria. This is NOT an estimate of how many people will see your ad.)

We currently do not have paid social media ads.