

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, December 19, 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, Chamber of Commerce – Sarah Sturm,
Business rep – Renea Frederick, Interim Library Director Ollhoff, John Greenwood (remote)

Absent: Gene Bebel, Dan Wendorf, Tammie Mrachek

Also Present: Scott Steele from Church Mutual Insurance City Clerk Anderson-Malm, City
Attorney Hayden, Finance Director Unertl (remote) and Merrill Productions Camera Operator.

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

II. **Minutes of previous meeting** – Nov.17 regular meeting & Nov. 7 Town Hall:

Aldersperson Weix motioned to approve the November 17th regular meeting minutes.
Aldersperson Fermanich seconded and the motion carried. Aldersperson Weix motioned to
approve the November 17th Town Hall meeting minutes. Aldersperson Fermanich
seconded and the motion carried.

III. **General Agenda Items:**

1. Consider end-of-year spending for Marketing for 2022

Scott Steele spoke about spending areas in larger cities on different social media
platforms. He contacted a marketing service out of Madison called The Digital Ring.
Information was not received by all the committee members so a decision could not be
made regarding the marketing service.

Aldersperson Fermanich made a motion to refer this to the January Marketing &
Communications meeting because information was not provided to committee members.
Aldersperson Weix seconded and the motion carried.

IV. **Merrill's Logo and Branding:**

Communications Specialist Kuczmarski discussed the logo and branding. She put
together information that will be emailed to the committee members regarding the logo
and possible revision of the tagline.

It was decided since the tagline needs to be revised to "Experience More to Life" the logo
will be displayed in the Chamber's Visitor's Guide without the tagline. The tagline
consideration will be on the January Common Council agenda for possible approval.

V. **Marketing & Communications Update and Monthly Reports:**

Communications Specialist Kuczmarski stated her reports were in the packet. She briefly
discussed some of the highlights of each report and answered the committee's questions.

VI. **Public Comment**

There was no public comment.

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VII. Next meeting date and time:

The next regular meeting will be Thursday, January 19 at 5:15 pm.

IX. Closed Session:

Chair Blake read the closed session statement: 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 exercise responsibility, to consider the applicants for and recommend the hiring of a Social Media Specialist.

Aldersperson Weix made a motion to go into closed session. Aldersperson Fermanich seconded and the motion carried on a unanimous vote.

The committee entered into closed session at 6:02 pm with the following in attendance: Chair Blake, Aldersperson Weix, Aldersperson Fermanich, City Attorney Hayden, City Clerk Anderson-Malm, Scott Steele, Renea Frederick, Sarah Sturm, Communication Specialist Kuczmarski, and Laurie Ollhoff.

Without objection, City Clerk Anderson-Malm recorded the minutes.

The Committee discussed the applicants and interview process for the Social Media Specialist. A decision was made regarding the Social Media Specialist position.

The Committee did not reconvene in open session. Aldersperson Fermanich made a motion to adjourn from closed session. Aldersperson Weix seconded and the motion carried.

The meeting was adjourned at 6:36 pm.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm