

MAY '22 MEETING MINUTES

Merrill Enrichment Center Committee

Meeting was held on May 19th, 2022 at 2:15pm

Merrill Enrichment Center Multipurpose Room – 303 N. Sales Street

Present: Rick Blake (Alderperson), Laura Bertagnoli (Chair), Gene Bebel, Sharon Anderson, Rose Akey, Sharon Harvey (via phone), Teresa Baker, Jennifer Clark (ADRC representative)

1. Opening

- a. Bertagnoli called the meeting to order.
- b. Committee welcomed new member Teresa Baker. We are pleased to have her as a member.

2. Consent Items

- a. Motion by Blake second Anderson to approve April '22 minutes. Motion carried.
- b. Motion by Akey second by Bebel to approve April/May '22 vouchers. Motion carried.

3. Public Comment

- a. No public comment

4. Operations

- a. Director discussed workshop series. Response has been very good. We have sessions scheduled through August at this time and are in the process of schedule more into the fall season. Baker asked if we had anything scheduled for Advanced Directives. Director shared this topic is on our list and should run this fall.
- b. MEC Bathroom Request - motion made by Bebel and second by Blake to explore options for installation of a public/staff bathroom/handicap accessible, in the Enrichment section of the building. Director will work with Nick Wszalek, Maintenance supervisor to obtain quotes. Director will also contact Unertl to discuss funding options.
- c. After extensive discussion with program leaders for Girls On The Run, it was decided by Director that we do not have the resources available to accommodate the evening needs of the program. We will remain in contact for future opportunities to work with this organization.
- d. Advertising.
 - i. Cost/Benefit was discussed by the Director. Information was obtained by participants in our workshops as to how they were made aware of the offerings. Majority said they saw the ad in the Foto News or in our newsletter. Our radio ads did not seem to have the reach we were expecting, although a few participants said they heard the ad's which reminded them of our print ad. Our Facebook page always generates awareness of offerings. It is important to have multiple forms of advertising for successful reach. At this time we will pause our radio advertising and possibly resume again in the fall not only for workshops but events.
 - ii. Director informed committee that Lakeland sign had been contacted as they were the contractor who installed our road sign. We will be setting up a demonstration after June 1st. Director will reach out to other committees and city officials for this demo. This sign will benefit the Festival Grounds events as well as the MEC and other city events. Director will also obtain costs.
 - iii. Director shared information on FB boosts from Vicki Gaedtke who handles MEC's marketing. She provided the following; for our last fall event our post

reached 14, 058 people without a boost. Boosts run for as little as a\$1 a day – with a reach of 404-1.2k people. So at this point with how many people we reach without paying, the boosts may not help us much. Anderson mentioned that FB has a free trial so we may give it a try for our Fall Show or Festival of Quilts.

5. ADRC

- a. Jennifer highlighted upcoming offerings; call to register 888-486-9545
 - i. Farmers Market Vouchers are available after June 1st for low income individuals over 60 years of age. Vouchers are \$25 and will be mailed to the qualified individuals. 160 vouchers were given out last year.
 - ii. Caregiver support started in April. This is an ongoing offering in a hybrid format; virtual or in-person which takes place in the Wausau office. This takes place the 4th Monday of each month from 10:30-Noon
 - iii. Healthy Living with Diabetes is a six-week virtual class starting June 8th to help adults living with type 2 diabetes, pre-diabetes, or who live with someone that does. In this interactive class, learn to set goals, problem-solve, improve blood sugar, make healthy food choices, and new solutions to live well. Director asked Jennifer if they have considered an educational workshop on how to *prevent* diabetes. She said they are working in Wausau with a group. Director would like to have an offering here.

6. Discussion

- a. Blake provided a Marketing Committee update for the MEC committee. Director provided a handout of the brand proposal to the Committee members. Our new communication specialist will begin work in June. Bebel expressed concern at the loss of our referendum and how that will affect our marketing of our schools while promoting Merrill. It will be more challenging. We need to provide necessary information to the public next time so they understand the full impact and can confidently vote in favor of the referendum. Baker mentioned her love of Merrill and how safe it is here. She did express her concern of losing the small town feels if we grow too much.
- b. SOAR analysis
 1. Ran out of time to discuss. This will be the first item on next month's agenda. Committee will review handout prior to next meeting.

7. Adjournment

- a. Motion to adjourn by Bebel, second by Blake.

The next meeting date is **June 16th at 2:15pm in the MEC Multipurpose room.**
Vouchers will be available for review 10 minutes prior to meeting time.

Respectfully submitted

TMrachek

Tammie Mrachek, MEC Director