

CITY OF MERRILL
COMMON COUNCIL
Joint meeting with
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, MAY 19, 2022 MINUTES

Special Meeting City Hall Council Chambers 5:15 p.m.

1. Mayor Hass called the meeting to order at 5:15 p.m. with the following members:

Paul Russell – First District	Present
Michael “Gus” Caylor – Second District	Present
Rick Blake – Third District	Present/M&C committee Chair
LaDonna Fermanich – Fourth District	Present/M&C committee member
Dick Lupton – Fifth District	Present
Mike Rick - Sixth District	Excused
Mark Weix – Seventh District	Present/M&C committee member
Steve Sabatke – Eighth District	Present

Marketing & Communications Committee members present: Gene Bebel - Citizen, Renea Frederick – Business Rep, Dan Wendorf – Park & Recreation Director, Tammie Mrachek – Enrichment Center Director, Jessica Zellers – Library Director, Scott Steele – Church Mutual Insurance

Elected Officials and Department Heads present: City Attorney – Tom Hayden, City Administrator – Dave Johnson, City Clerk – Lori Anderson-Malm, Mayor – Steve Hass, Dustin Brown – IT Manager, Greg Zipp and Merrill Productions.

2. Pledge of Allegiance
3. Public Comment - none
4. Festival Grounds Committee:
 1. Review and discuss with potential adoption of the Festival Grounds lighting bids received

City Administrator Johnson distributed a map with the area for lighting at the Festival Ground. He explained the Bierman Foundation agreed to pay all but \$25,000 for the lowest estimate of \$150,000. The city budgeted for \$25,000 for Festival Grounds lighting in this year's budget. Two bids were received; one for \$199,230 from Techline Sports Lighting and one for \$224,860 from Van Ert Electric working with Musco Lighting. Upon receiving the bids, the Bierman Foundation agreed to contribute another \$24,000 towards the lowest bid; they did not give indication they would go to the next highest bid.

Mayor Hass opened the floor to Greg Zipp representing Van Ert Electric to answer to the reasoning for their bid amount of \$224,860. Mr. Zipp provided a breakdown as to the work needed to be completed for the Festival Grounds lighting project. He stated they could rebid the project for \$10,000 less if they use aluminum wire. The lead time on the lights is 8-10 weeks and all other material Van Ert Electric already has. Their goal would to have the project completed by the Lincoln County Fair.

Discussion continued regarding the comparisons of the two bids. City Administrator Johnson mentioned the bids could be rejected for the betterment of the city, however questioned how to get the additional \$25,000 for the project. Questions were asked about the spec sheets. Alderman Sabatke responded by being on the Festival Grounds committee and questioned the need for this lighting. He thanked the Bierman Foundation for their generosity.

Mayor Hass said in his opinion, both bids should be rejected and rebid considering the additional information. This would allow Techline to come and do a walk around so their bid is accurate with the work involved. The decision is up to the Council, he stated, however he wants to do what is best for the taxpayers.

Alderson Blake made a motion to approve the Techline Sports Lighting for discussion. Alderson Lupton seconded. Alderson Fermanich had further questions regarding what is included in the lighting bids; sound system, sports boards. City Administrator Johnson clarified that the bids only include the lighting. Alderson Fermanich asked how many night time events are at the Festival Grounds. It was estimated there are approximately 20 night time events that require lighting. Alderson Russell asked about the old lighting. City Administrator Johnson said that lighting would be used in the parking area. The new lighting would be LED and cost efficient compared to the current lighting. Alderson Russell would like the council to have all the paperwork when deciding on these types of projects for better decision making.

After discussion a roll call vote was requested. Motion carried 4-3. Alderson's Caylor, Blake, Lupton and Weix voting to approve the Techline Sports Lighting bid. Alderson's Russell, Fermanich and Sabatke voting against the motion.

5. Marketing & Communications Committee:

1. Presentation from Scott Steele – Merrill Branding Proposal

Scott Steele gave a presentation regarding the Merrill Branding Proposal. The information was included in the agenda packet.

2. Discussion and potential adoption of the rebranding proposal

After the presentation from Scott Steele, a motion was made for the approval to move forward with adoption of the rebranding proposal. Alderson Weix made the motion. Alderson Blake seconded. Motion carried to enter discussion.

Alderson Sabatke asked about the next step and a logo. The Historical Preservation Committee will coordinate with the Marketing & Communications committee for the next steps.

6. Adjournment

Motion to adjourn was made by Alderson Lupton. Seconded by Alderson Weix. Motion carried. Meeting adjourned at 5:55 P.M.