



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY MAY 18, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 385-404-0512 PIN 605 852 492 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 - Minutes from the April 20, 2023 meeting
- III. General Agenda Items:
 1. Discussion and possible consideration on design and communications for City street banners
 2. Continued discussion on contest to name the City's garbage and recycling trucks
 3. Presentation of new website
- IV. Marketing & Communications and Social Media Updates and Monthly Reports:
 1. Monthly Report - Marketing & Communications Specialist Kuczmarski
 - a. Marketing & Communications Update
 2. Monthly Report - Social Media Specialist Savall
 - a. Social Media Update
 3. Consider placing monthly reports on file
- V. Public Comment
- VI. Establish date and time of next meeting:
 - Thursday, June 15 at 5:15 PM
- VII. Adjournment

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, April 20, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.**

Present: Chair Blake (remote), Alderperson's Weix and Fermanich, Chamber of Commerce – Nelson, Enrichment Center Director – Mrachek, Library Director – Ollhoff, Renea Frederick, Park & Rec Director Wendorf, John Greenwood, Scott Steele.

Also Present: Mayor Hass, City Clerk Anderson-Malm, Finance Director Unertl (remote), Interim City Administrator Akey, Alderperson Caylor, Communications Specialist Kuczmarski, Social Media Specialist Savall, Joe Malsack and Merrill Productions Camera Operator.

- I. Alderperson Weix acted as chair and called the meeting to order at 5:15 PM.
- II. **Minutes of previous meeting** – March 16
Alderperson Fermanich made a motion to approve the March 16 meeting minutes. Chair Blake seconded and the motion carried.
- III. **Revenue and Expense Report – Cable Franchise fund:**
CS Kuczmarski discussed the reports that were included in the packet. Alderperson Fermanich had questions which Finance Director Unertl answered. Chair Blake made a motion to put the report on file. Alderperson Weix seconded and the motion carried.
- IV. **General Agenda Items:**
 1. Discussion on promoting the Festival Grounds and developing a plan to promote camping and events at the Festival Grounds – Mayor Hass started the discussion explaining why this point was included on the agenda. The Festival Grounds committee would like to see promotion of the grounds. CS Kuczmarski stated she agrees with marketing the grounds and Expo Center however she is not able to market the events. Chair Blake stated there should be more discussion as to what the Marketing committee should do. The original intent of the Marketing & Communications committee was to bring families to Merrill to live and work.

After further discussion, no action was taken.
 2. Discussion on Loyalty Day – Clyde Nelson from the Chamber gave an overview of this event and stated this has been “in the works” for about a year. He stated the parade route and events of the day.
 3. Discussion on signage for Merrill Municipal Airport – Joe Malsack from the airport stated on the want for new signage for the airport. He also spoke about airport events that were not included on the agenda. No action was taken.
 4. Discuss and consider design, letters and business contacts for City street banners – CS Kuczmarski handed out additional information at the meeting that is not included in the permanent record. Discussion occurred between members and Interim Administrator Akey. Continued discussion regarding colors and artwork commenced. IA Akey stated the businesses that are on the banners should stand out more than the artwork. No action was taken.

Marketing & Communications – April 20, 2023

Attachment: 2023-04-20 M&C Minutes (9994 : Minutes from the April 20, 2023 meeting)

5. Discussion on contest to name City's garbage and recycling trucks – CS Kuczmarski handed out additional information for the permanent record regarding names that were submitted by 3rd and 4th grade students from St. Francis, Trinity, St. John and Washington Schools. Residents will be voting for the winners and paper ballots will be available at city buildings and the Chamber. The student, whose name is selected, will have their name as a decal on the trucks. The decision will be made in May.

6. Discussion on WEDC marketing grant opportunity – Scott Steele spoke about the grant. Clyde Nelson discussed additional concepts of the grant and stated this is a 50/50 matching grant. It was discussed the City and Chamber would apply for this grant. No action was taken.

7. Discussion on City's new YouTube channel – CS Kuczmarski stated the Town Hall videos are now on YouTube and asked the committee members to follow the channel.

8. Update on City's website – CS Kuczmarski stated the website is coming along nicely. She will present the website at the May meeting.

9. Presentation on street naming signage – Alderperson Caylor spoke to the committee about the honorary street signs. This is being handled by the Historic Preservation committee. The signs were at the meeting for the committee to view.

V. Branding/Marketing Updates:

1. Logo/tagline rollout – CS Kuczmarski read the logo/tagline rollout that was provided in the agenda packet.

2. Digital marketing – Midwest Communications ideas/case study – CS Kuczmarski and Scott Steele spoke on their meeting with Midwest Communications and will report more about this subject at the May meeting.

VI. Marketing & Communications and Social Media Updates and Monthly Reports:

1. Monthly Report – CS Kuczmarski highlighted items on her report. There were no questions.

2. Monthly Report – Social Media Specialist Savall highlighted some items on her report and briefly discussed the Social Media analytics for March and general responses and hash tags.

3. Consider placing monthly reports on file – Alderperson Fermanich made a motion to place the monthly reports on file. Alderperson Weix seconded and the motion carried.

VII. Public Comment:

There was no public comment.

VIII. Establish next meeting date:

The next meeting will be Thursday, May 18, 2023 at 5:15 PM

IX. Adjournment:

Alderperson Fermanich made a motion to adjourn. Chair Blake seconded and the motion carried. The meeting was adjourned at 6:34 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm

Marketing & Communications – April 20, 2023

	Current Participants	Contact	Level	Banners
1	City of Merrill	- David Johnson	Bronze	1
2	Merrill Police Department	- Chief Corey Bennett	Bronze	1
3	Merrill Fire & EMS Dept.	- Chief Josh Klug	Bronze	1
4	Lincoln County Sheriff	- Ken Schneider	Bronze	1
5	T B Scott Free Library	- Jessica Zellers	Bronze	1
6	Merrill Area Chamber of Commerce	- Cheryl Skoug	Bronze	1
7	Lincoln County Economic Development Corp	- Bill Bialecki	Bronze	1
8	Merrill Historical Society	- Pat Burg	Bronze	1
9	Krueger Plumbing	- Jenny Krueger	Bronze	1
10	Images Hair & Spa	- Sandy Gipper	Bronze	1
11	Pioneer Transportation	- Jody Lokemoen	Bronze	1
12	River Country Co-op	- Lisa Hardy	Bronze	1
13	Elite Carriers	- Tammy Guite	Gold	5
14	Thorogood® JOB-FITTED Footwear	- Bianca Boettcher	Diamond Plus	12
15	Tomahawk Community Bank / Merrill Community Bank	- Carol Swan	Bronze	1
16	Wick Buildings Inc.	- Willie Kimmons	Bronze	1
17	Lincoln Windows	- Jay Wojcik	Bronze Plus	2
18	Ziebell Door Company LLC	- Tom Ziebell	Bronze	1
19	Zelich Customs	- Max Zelich	Bronze	1
20	Burgener Contract Carriers, Ltd	- Jennifer Wendorf	Silver	3
21	Sawmill Brewing Company	- Zach Kubichek	Bronze	1
22	Brooke's School of Dance	- Brooke Burton	Bronze	1
23	Greg's Gruett's Appliance LLC	- Greg Gruett	Bronze	1
24	St John Lutheran Church & School	- Pastor Szeto	Bronze	1
25	Dairy Queen	- Mike and Bethann	Bronze	1
26	Klug's Country Gold	- Eric Klug	Bronze	1
27	Daves Septic Service	- Melissa Hipke	Bronze Plus	2
28	Chips Hamburgers	- Tim and Sandy Moser	Bronze	1
29	In The Lite Electric	- Sasha Everett	Bronze	1
30	Rezin Optical	- Craig Rezin	Bronze	1
31	Baumgart Waste Removal	- Mike Baumgart	Bronze	1
32	Wendorf Bus Service	- David and Sara	Bronze	1

		Wendorf		
33	Trinity Lutheran Church and School	- Kyla Rodriguez	Bronze Plus	2
34	Holy Cross Sisters / Bell Tower Residence	- Russ Manci	Bronze Plus	2
35	Bone & Joint Merrill	- Jayson Dykema	Bronze	1
36	Nicolet National Bank	- Nicole Johnson	Bronze	1
37	Gold Medal Trailer Sales	- Andy VanDerGeest	Bronze	1
38	FreMarq Innovations Inc	- Renea Frederick	Bronze	1
39	Christ Evangelical Lutheran Church	- Chris Revie	Bronze	1
40	SCS Fox Point Apartments	- Samantha Kaczor	Bronze	1
41	First Street Coffee Station	- Dawn Swan	Bronze	1
42	Merrill Sheet Metal Works Inc.	- Bill Schug	Bronze Plus	2
43	Golden Harvest Market	- Holly Schuett	Bronze	1
44	Dimond Bros. Insurance	- Patti Smits	Bronze	1
45	Mitchell Metal Products Inc	- Tim Zimmerman	Silver	3
46	Sparklewash by Kaminski and Sons	- Jay Kaminski	Bronze	1
47	Park City Credit Union	- Sarah Sturm	Bronze	1
48	OCD Diesel and Automotive Repair LLC	- Jason Daley	Bronze Plus	2
49	McDonalds	- Dani Hill	Bronze	1
50	The Pizza Shop	- Alex Rhode	Bronze	1
51	AGRA Industries, Inc.	- Pat Hinner	Silver	3
52	ABG Masonry	- Deb Brunett	Bronze	1
53	Stacy Literski Photography	- Stacy Literski	Bronze	1
54	Best Friends Animal Care	- Kate Alden	Bronze	1
55	Church Mutual Insurance Company	- Jenny Fecteau	Gold	5

May 18, 2023

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 meeting to discuss Lincoln County recreational assets.
- Attended Merrill Festival Grounds meeting – discussed ideas to market Merrill Festival Grounds, Bierman Building/Expo Center and camping.

Media Relations

- Requested interviews of City staff/elected officials who appear on Bluejay radio, so that we can share the audio files/interviews on the City's Facebook page to reach younger audiences. Mayor is working with Mr. Resnick.
- Meeting/corresponding with local reporters to build relations.

Website Enhancements

- Working with GovOffice to update the City's website.
- We are schedule to launch the new website soon.

Internal Communications / City Communications

- Worked with staff to post misc. messages on the City's website and Facebook page. (*Misc. announcements*)

Photography

- Building photo gallery.

Digital Marketing

- Reviewing Midwest Communication's proposal in detail. Will meet to revise the plan. Scheduled to launch a digital marketing campaign in June.

Social Media Updates

- Working on Facebook messaging for 2023.
- See FB analytics for April 2023.
- Working to build City's LinkedIn and YouTube presence.

Social Media Report – April 2023 (April 1-30, 2023)

Facebook Page Reach: 13,956 (Up 19% 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: 1,439 (Up 21.7% from the previous month.)

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

New Facebook Page Likes: 36 New Likes (Down 10% from previous month.)

Content (Most Popular by Reach)

1. Did you know? The Three-Arch Stone Bridge (historical fact) – (Reach: 7,866; Likes, Reactions, Comments & Shares: 862)
2. The Great Pinery Heritage Waterway™ – (Reach: 3,444; Likes, Reactions, Comments & Shares: 94)
3. Name the Garbage and Recycling Trucks Contest – (Reach: 2,843; Likes, Reactions, Comments & Shares: 79)
4. St. John is looking to expand its daycare and seeks input – (Reach: 2,501; Likes, Reactions, Comments & Shares: 65)
5. The Northwoods Chapter of the Ice Age Trail Alliance – (Reach: 2,196; Likes, Reactions, Comments & Shares: 49)

We currently do not have paid social media ads.

LinkedIn

1. Congrats to Sawmill Brewing Company for winning the title of March Brewsanity National Champion (15 impressions, 6.67% engagement)