



**CITY OF MERRILL**  
**MARKETING & COMMUNICATIONS**  
**MINUTES • THURSDAY DECEMBER 16, 2021**

**Regular Meeting**

**City Hall Council Chambers**

**5:15 PM**

**I. Call to Order**

| Attendee Name        | Title                           | Status  | Arrived |
|----------------------|---------------------------------|---------|---------|
| Rick Blake           | Chair                           | Present |         |
| John M. Van Lieshout | Aldersperson - Fifth District   | Excused |         |
| Mark Weix            | Aldersperson - Seventh District | Present |         |

Others attending (either remotely or in-person) included: Library Director Jessica Zellers, City Administrator Dave Johnson, City Attorney Tom Hayden, Gene Bebel, Mike Ravn, John Greenwood, Scott Steele, Clyde Nelson (arr. 5:18) and City Clerk Bill Heideman. Merrill Productions was present to videotape the meeting.

**II. Minutes of Previous Meetings:**

**1. Minutes of November 18, 2021 meeting**

Motion (Weix/Blake) to approve.

**RESULT:           APPROVED**

**III. Agenda Items:**

**1. Discuss talking points for public information**

Information was in the meeting packet.

Scott Steele led discussion on four talking points. The four talking points are:

1. We're investing in building a positive future for Merrill.
2. We're focusing a branding and marketing effort on attracting and retaining talent.
3. We believe the Merrill community is truly unique and special.
4. This is a community effort - everyone's voice and participation are welcome and important.

These talking points were recently presented as part of a radio interview. That interview seemed to generate positive feedback from the community.

**2. Consider hiring/contracting procedure for Communications Specialist**

City Administrator Johnson distributed information comparing a "Communications Specialist" position and a "Marketing Specialist" position.

It was noted that the Communications Specialist will be an outside and contracted position. The person in that position will not be a City employee.

Recruiting for this position will begin at the local level. If a suitable local candidate does not emerge, the search will be expanded.

Gene Bebel stated that he was not in favor of a “virtual” option for this position.

Because the City will be paying for this position, Scott Steele wants to make sure that he follows all the correct procedures throughout the recruiting and hiring process. He will meet with City Administrator Johnson to discuss the details.

IV. Public Comment Period

None.

V. Establish date, time & location of next meeting

Thursday, January 20<sup>th</sup>, 2022 at 5:15 P.M. in the City Hall Common Council Chambers.

VI. Adjournment

Motion (Weix/Blake) to adjourn. Carried. Adjourned at 6:07 P.M.