

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, APRIL 21, 2022 - MINUTES

Regular Meeting

City Hall Council Chambers

5:15 p.m.

Present: Alderpersons Rick Blake, Mark Weix, and LaDonna Fermanich, Jessica Zellers, Gene Bebel, John Greenwood, Renea Frederick, and Clyde Nelson (Merrill Area Chamber of Commerce)

Absent: Tammie Mrachek and Dan Wendorf

Also Present: Mayor Steve Hass, Scott Steele from Church Mutual Insurance, City Administrator Dave Johnson, City Attorney Tom Hayden, City IT Manager Dustin Brown, Finance Director/Deputy City Clerk Kathy Unertl (Remote), Mike Ravn, Merrill Productions Camera Operator, and Communications Specialist Chantel Kuczmarski (Remote)

1. Chair Blake called the meeting to order at 5:15 p.m.

2. Minutes of previous meeting – March 17:

Motion (Weix/Nelson) to approve the March 17 minutes. Carried.

3. Update on search for Communications Specialist:

Blake, Steele, and Johnson highlighted the broad experiences with communications, public relations, and marketing that new Communications Specialist contractor Chantel Kuczmarski would be bringing. She will be working about 30 hours per week, including at least one day in Merrill on weekly basis. Anticipated starting date is about mid-June.

4. Discuss draft of branding proposal:

Scott Steele highlighted the draft Merrill Branding Proposal (dated April 19, 2022) with focus on “More to Life”. The draft document was included in the agenda meeting packet.

Motion (Weix/Bebel) to recommend the Branding Proposal to the Common Council.
Carried.

5. Public Comment Period - None

6. Next meeting date, time, and location – Thursday, May 19 at 5:15 p.m.

7. Motion (Weix/Frederick) to adjourn at 5:54 p.m.