



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY APRIL 20, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 219-321-0280 PIN 955 365 470 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 - Minutes from the March 16, 2023 meeting
- III. Revenue and Expense Report
 - March Revenue and Expense Report - Cable Franchise
- 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 is bringing this to the committee.
 2. Discussion on Loyalty Day (PR, website communications, social media announcements)
 3. Discussion on signage for Merrill Municipal Airport: Joe Malsack
 4. Discuss and consider design, letters and business contacts for City street banners
 5. Discussion on contest to name the City's garbage and recycling trucks
 6. Discussion on WEDC (Wisconsin Economic Development) marketing grant opportunity
 7. Discussion on City's new YouTube channel
 8. Update on City's website
 9. PowerPoint presentation on street naming signage - Historic Preservation Committee - Michael "Gus" Caylor
 - a. FotoNews article regarding honorary street names
- V. Branding/Marketing Updates:
 1. Logo/tagline rollout
 2. Digital marketing - Midwest Communications ideas/case study
- VI. Marketing & Communications and Social Media Updates and Monthly Reports:
 1. Monthly Report - Communications Consultant Kuczmarski
 2. Monthly Report - Social Media Specialist Savall
 - a. Social Media analytics for March 2023
 - b. General Responses (Tier 1) and hashtags

- c. Social Media Specialist - Monthly Report
- 3. Consider placing monthly reports on file
- VII. Public Comment
- VIII. Establish next meeting date:
 - Thursday, May 18, 2023 at 5:15 PM
- IX. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, March 16, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

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

Absent: Gene Bebel

Also Present: City Clerk Anderson-Malm, City Attorney Hayden, Police Chief Bennett, Communications Specialist Kuczmarski, Social Media Specialist Savall, Joe Malsack and Merrill Productions Camera Operator.

- I. Chair Blake called the meeting to order at 5:15 PM.
- II. **Minutes of previous meeting** – February 16
 Alderperson Fermanich made a motion to approve the February 16th meeting minutes. Alderperson Weix seconded and the motion carried.
- III. **Discuss and consider the logo and tagline treatment:**
 Two style of lettering were presented. Scott Steele explained the two font/options. After discussion, Alderperson Fermanich made a motion to approve Option B for the logo and tagline treatment. Alderperson Weix seconded and the motion carried.
- IV. **Discuss and consider email signatures for departments and elected officials**
 Communications Specialist Kuczmarski included examples of the email signature line. After a brief discussion, Alderperson Weix made a motion to use the email signatures for departments and elected officials with the suggested changes. Alderperson Fermanich seconded and the motion carried.
- V. **Branding/Marketing Updates:**
 1. **Merrill Profile Book** – CS Kuczmarski included this in the packet for information. Extra copies of the Merrill Profile were available at the meeting.
 2. **Review and consider the Town Hall videos** – CS Kuczmarski discussed the videos that were edited. Her suggestion was to create a YouTube channel and also post on the city's Facebook page. CS Kuczmarski and Social Media Specialist Savall will monitor the comments. After further discussion Alderperson Weix made a motion to make the videos public and receive feedback and comments. Alderperson Fermanich seconded and the motion carried.
- VI. **Marketing & Communications Update and Monthly Report:**
 1. **Revised Social Media Guidelines** – CS Kuczmarski included the revised guidelines in the packet for reference. No extra action was needed.
 2. **Social Media Analytics for February 2023** – CS Kuczmarski mentioned the reach was up 73% from January however the visits to the city's site were down. Facebook "likes" were up 28% from January. She also highlighted some of the popular topics.

Marketing & Communications – March 16, 2023

Attachment: 2023-03-16 M&C Minutes (9843 : Minutes from the March 16, 2023 meeting)

3. Monthly Report – CS Kuczmarski – She read her report in detail and also updated the committee on the logo/tagline rollout and discussed letterhead icons.

VII. Social Media Update and Monthly Report:

Social Media Specialist Savall read her report in detail and discussed the possibility of including local benefits on the city's Facebook page. Committee members voiced their concerns with scams and agreed requirements would need to be met in order to post the benefit information. SMS Savall will find further information and bring this back to the committee.

VIII. Consider placing Monthly Reports on file:

Alderson Weix made a motion to place the monthly reports on file. Alderson Fermanich seconded and the motion carried.

IX. Public Comment:

Joe Malsack – 606 E 6th St – he is on the Airport Commission and stated they are working on signage for the airport. He also mentioned they should have letterhead and asked if there was funding for signs.

Sarah Sturm – 712 Tee Lane Dr – spoke on the child care dream up program. She wanted the committee to be aware of the child care need in Merrill and how this issue works with bringing families to Merrill.

X. Next meeting date and time:

The next meeting will be Thursday, April 20 at 5:15 PM

XI. Adjournment

Alderson Weix made a motion to adjourn. Alderson Fermanich seconded and the motion carried. The meeting was adjourned at 6:20 PM.

Minutes respectfully submitted by,

City Clerk – Lori L. Anderson-Malm

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2023

26 -Reserved - Non-Lapsing
Cable Franchise

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES =====					
<u>Intergovernmental</u>					
45305-43439 State VSP Aid	24,324.00	0.00	0.00	0.00	24,324.00
45305-43510 CARES COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	24,324.00	0.00	0.00	0.00	24,324.00
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	97,500.00	0.00	26,584.05	27.27	70,915.95
TOTAL Licenses and Permits	97,500.00	0.00	26,584.05	27.27	70,915.95
TOTAL REVENUES	121,824.00	0.00	26,584.05	21.82	95,239.95
EXPENDITURES =====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	0.00	0.00	0.00	75,000.00
55305-03-40022 Closed Captioning Legal	1,000.00	0.00	0.00	0.00	1,000.00
55305-03-45000 Audio-Chambers & Expo	20,000.00	0.00	0.00	0.00	20,000.00
55305-03-46389 Wi-Fi Public Replacements	7,500.00	0.00	0.00	0.00	7,500.00
55305-03-46390 Software-Web Filtering	7,500.00	0.00	0.00	0.00	7,500.00
55305-03-46500 Festival Grounds & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-47500 Accela Live Streaming	10,000.00	10,113.04	10,113.04	101.13	(113.04)
55305-03-47533 M&C Committee - Resources	110,800.00	0.00	899.88	0.81	109,900.12
55305-03-47555 Marketing Contractor	0.00	6,300.00	12,600.00	0.00	(12,600.00)
55305-03-47557 Social Media Contractor	0.00	2,975.00	4,975.00	0.00	(4,975.00)
55305-03-47566 M&C - Cell Phone	0.00	41.05	123.15	0.00	(123.15)
TOTAL Supplies & Expenses	231,800.00	19,429.09	28,711.07	12.39	203,088.93
TOTAL EXPENDITURES	231,800.00	19,429.09	28,711.07	12.39	203,088.93
REVENUES OVER/(UNDER) EXPENDITURES	(109,976.00)	(19,429.09)	(2,127.02)	0.00	(107,848.98)

Attachment: Revenues-Expenses - Fund 26 M-C 2023-03-31 (9853 : March Revenue and Expense Report - Cable Franchise)

2023 VFW WISCONSIN STATE LOYALTY DAY PARADE PARADE REGISTRATION FORM

APRIL 29, 2023 – 10:30 MERRILL, WI
(ENTRY TO MARCH IN PARADE IS FREE OF CHARGE)

THEME: LOYALTY, THE PATH FORWARD

APPLICANTS NAME:
BUSINESS/ORGANIZATION:
ADDRESS:
CITY, STATE, ZIP:
PHONE:
EMAIL:

PLEASE SELECT YOUR TYPE OF ENTRY (CHECK ALL THAT APPLY)

☐ COLOR GUARD	☐ MILITARY/ VETERANS ORGANIZATION	☐ JROTC
☐ COMMUNITY ORGANIZATION	☐ WALKING	☐ FLOAT
☐ COLLECTOR VEHICLE	☐ BAND	☐ ANIMAL**
☐ OTHER		

IF OTHER, PLEASE SPECIFY:
LENGTH OF ENTRY (APPROX):
NUMBER OF VEHICLES/ TRAILERS:

ALL CANDY & HAND-OUTS MUST BE HAND-TO-HAND

PLEASE MAIL SIGNED & COMPLETED FORM TO:
VFW POST 1638
ATTN: Loyalty Day
601 Johnson Street
Merrill, WI, 54452

you may also email form to:
commander@northwoodsveteranspost.org

By signing & submitting this form, you, the registrant, intending to be legally bound for themselves and their heirs, executors and administrators, waives and releases any and all rights for injuries and damages they may have against any member of the 2023 Loyalty Day Committee, VFW Post1638, The City of Merrill, WI volunteers and their representatives, successors and assigns for any and all injuries or damages suffered in connection with the 2023 Loyalty Day Parade.

SIGNATURE

DATE

DATE

Dear Valued Business Owner:

As you are aware, Merrill is dedicated to making our community a great place to live, work, shop and conduct business. With support from local businesses and organizations, Merrill was able to enjoy a series of custom designed decorative streetscape banners, which we have used to beautify our community streets.

The banners have been a valuable resource, helping us to deliver a great first impression to many of our community's first time visitors. Furthermore, it is without question that these banners have helped us reinforce our brand, brighten and invigorate our business districts and drive attention to our local merchants and organizations. The program also helps Merrill by showcasing our community's economic vitality and the support of our local businesses and organizations.

Because of the ongoing success of the initiative, we are excited to announce that Merrill has qualified to acquire a brand new series of banners, featuring an exciting new design theme. Outreach for the new display will be conducted by Community Showcase Banners, the same company who has helped us last year. **INSERT NEW DESIGN THEME HERE!**

Whether you are an original supporter or you are being offered this opportunity for your very first time, I encourage you to consider participating in this program, as it provides an excellent way to showcase your pride in the community.

I thank you for your continued investment and belief in Merrill's potential.

To learn more about sponsorship opportunities visit the website below or reach out to the community's program manager directly:

<https://communityshowcasebanners.com/merrill-wi/>

Matt Cottengim
Project Manager
(585) 737-7713
mattcottengim@gmail.com
MCottengim@cgicompany.com

Best Regards,
SIGNATURE



CITY OF MERRILL
City Administrator

David Johnson, City Administrator

1004 East First Street

Merrill, Wisconsin 54452

Phone (715) 536-5594

FAX (715) 539-2668

e-mail: David.Johnson@ci.merrill.wi.us

6/4/2021

Dear Merrill Business Owners:

As you know the City of Merrill is dedicated to making our community a great place to live, work, shop, play, and conduct business.

To brighten and invigorate our main thoroughfares and business districts, we are participating in a promotional Street-scape Banner Campaign conducted by CGI Communications, Inc. This is the same firm that produced our Merrill videos featured on Merrill's website.

These banners, designed exclusively for the City of Merrill, will showcase our community's economic vitality and the continuing support of our local businesses. It would be great to see our city covered from end to end with these colorful decorative banners.

A representative from CGI will be contacting you to discuss the Street-scape Banner Campaign. We encourage you to consider participating in this program as it provides an exciting new opportunity to showcase your business or organization's community pride.

To learn more about available sponsorship opportunities you are invited to visit www.communityshowcasebanners.com/merrill-wi or reach out to the project manager:

Matt Cottengim

Project Manager

(585)737-7713

mcottengim@cgicompany.com,

mattcottengim@gmail.com

Best Regards,

David Johnson

City Administrator

Attachment: banner letter_from DJ (9851 : Discuss and consider design, letters and business contacts for City street banners)

	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

Attachment: Current Participants_Business banners (9851 : Discuss and consider design, letters and business contacts for City street

		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

City of Merrill
“Name the Garbage & Recycling Truck” Contest

In effort to boost community engagement, the City of Merrill is hosting a contest to name the garbage and recycling trucks.

WHO:

Third- and fourth-grade students will create one name for Merrill’s garbage truck and one name for the recycling truck. This will include students attending Washington Elementary School, Trinity Merrill Lutheran School, St John Lutheran School, St. Francis Xavier Catholic School and New Testament Church Christian Academy.

WHAT:

The schools will work together on this contest, and narrow it down to the top 10 names for the garbage truck and top 10 names for the recycling truck. (Deadline is April 14.)

Once the names have been narrowed down to 10 each, the winners will be chosen by residents.

WHEN:

April 1-30, 2023

Ideally, residents vote the week of April 17 or 24 in celebration of Earth Day (April 22, 2023).

HOW:

Once the schools narrow it down to the top 10, residents vote for their favorite name. A paper survey will be available at City Hall, Merrill Enrichment Center, MARC, T.B. Scott Free Library and the Merrill Area Chamber of Commerce.

Residents can also vote via a free Google survey form that will be on the City’s Facebook page. Those unable to vote electronically must pick up a paper survey. A pdf of the survey will be available on the City’s website. Residents are responsible for printing it, completing it, and returning it.

One name will be selected for the garbage truck. One name will be selected for the recycling truck. (Not the child’s name.)

In addition, small plaques or signs would be created for the winners, possibly through the Merrill Fab Lab. The winners will hold the signs and we will take photos to share on social media.

Questions:

Need to determine cost of decals.

TALENT MARKETING COOPERATIVE INITIATIVE

MISSION

The purpose of WEDC's Talent Attraction & Retention Marketing Cooperative (Co-op) Initiative is to help eligible participants statewide solve their most pressing workforce challenges by magnifying the impact of their own marketing investments.

ELIGIBLE PARTICIPANTS

- Government, public and nonprofit organizations that promote economic development
- Regional and industry economic development entities
- State government agencies representing key industry sectors (state agencies are exempt from matching requirement; maximum WEDC support of \$75,000 applies)

GUIDELINES

Eligibility

- All participants must qualify as eligible participants (see above)
- Co-op funds must be used as follows:
 - Advertising to attract talent from outside the state of Wisconsin
 - No advertising, marketing or messages can be targeted to attract workers from within Wisconsin (no "workforce cannibalization")
 - Online advertising forms included: Display, Native, Search, Social
 - All online ads must exclude audiences within the state of Wisconsin
 - Print media must substantially circulate outside of Wisconsin
 - Talent retention marketing
 - Other marketing activities: marketing research, audience targeting or development of creative materials for attraction of out-of-state talent or talent retention

LEARN MORE

For more information about the WEDC's Talent Attraction & Retention marketing Cooperative Initiative, contact:
 Scott Champion
 Vice President of Marketing
 & Brand Strategy
scott.champion@wedc.org
 608.210.6858.

- Participation and specific projects must be preapproved by WEDC's Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- An application form and contract will be provided and must be fully completed

Advertising

- All advertising supported through the Co-op must be focused on talent attraction or retention
- Advertising creative must be preapproved by WEDC marketing or designated member of the Marketing staff
- Advertising supported through the Co-op must include the WEDC logo
- Advertising creative requirements
 - Option 1: Use WEDC-supplied advertising
 - WEDC marketing or WEDC's marketing agency of record, Hoffman York, can customize WEDC-supplied creative (creative costs may reduce participant reimbursement)
 - Customization will be approved for:
 - Specific geographies
 - Industry sectors
 - Participants can customize creative, within approved parameters, by using WEDC's Talent Attraction Portal (digital asset management platform) (expected launch in Q3 2022)
 - Option 2: participant-created creative that has been preapproved by WEDC marketing or designated member of the Marketing staff
- Use of all WEDC-supplied creative and assets (such as photography) may be governed by third-party licenses. Participants must discontinue use of creative and assets when notified by WEDC

Additional marketing activities

- Additional marketing activities, such as market research, audience targeting, and development of creative materials (including, but not limited to, websites, brochures, direct mail, videos, marketing collateral, etc.) are eligible for funding under the Co-op
- All such marketing activities must serve one of two objectives:
 - Talent attraction from out of state
 - Workforce retention
- All additional marketing activities must be preapproved by WEDC's Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- Creative materials supported through the Co-op must include the WEDC logo and acknowledge WEDC support

Funding

- Total funding available through WEDC for this initiative is \$650,000
 - Eligible expenses are reimbursed on a one-for-one basis (50% match)
 - Maximum reimbursement per participant in FY23: \$75,000
 - Minimum match for a single request is \$500
 - Multiple requests will be accepted from the same applicant, up to the \$75,000 limit for the fiscal year
 - Multiple requests contingent on the overall availability of Co-op funds
 - Preapproved expenses only are eligible for reimbursement
 - Advertising
 - Media planning fees and fulfillment expenses (such as agency or consultant fees) are not eligible for reimbursement
 - Full media costs, including those not reimbursed by WEDC but used to justify matching payments, must comply with all Co-op requirements

- State agencies are exempt from matching requirement; maximum reimbursement applies
 - WEDC may plan, place and directly fund advertising for state agencies
- Other marketing activities
 - Full project costs, including those not reimbursed by WEDC but used to justify matching payments, must comply with all Co-op requirements
- Reimbursements will be provided via Bill.com. Participants must use Bill.com to receive reimbursement funds
- Participation will be approved on a first-come, first-served basis up to the maximum Co-op funding level
 - If the Co-op is nearing the maximum funding level, conditional applications will be accepted. Conditional participants will receive reimbursement only if funding becomes available (due to lack of performance by previously approved participants). Reimbursement of conditional applications is not guaranteed

Co-op Dates

- Applications open August 1, 2022
- Participation and specific projects must be preapproved by WEDC's Vice President of Marketing & Brand Strategy or designated member of the Marketing staff
- Eligible expenses with prior approval must be:
 - For advertising or other marketing activities initiated on or after August 1, 2022
 - Incurred by May 31, 2023
- Applications for reimbursement must be received by June 16, 2023

Reimbursement

- Eligible expenses will be reimbursed to the applicant organization after costs are paid
 - Proof of advertising placement must be provided
 - Proof of expenditure and payment must be provided
- All reimbursements subject to confirmation of adherence with Co-op guidelines
- Participants are responsible for all related activities
 - Negotiating, contracting, and executing approved eligible activities
 - Negotiating, contracting, and placing (trafficking) advertising placements
 - Direct media expenses (WEDC is not liable for direct payment of media costs and will not enter or cosign contracts with media outlets)

WEDC Decisions

- All Co-op-related decisions by WEDC's Vice President of Marketing & Brand Strategy are final

Foto News Article

The City of Merrill will soon start remembering those who left their mark on the city in a more permanent way.

After the T. B. Scott Mansion was removed, much to the dismay of local preservationists and residents, the once dormant Merrill Historic Preservation Committee began holding regular meetings again. Prior to my being elected to represent the second district on the Merrill City Council, then Mayor Derek Woellner appointed me to the Historic Preservation Committee; once elected, Mayor Steve Hass appointed me as chair of the group.

One of my main objectives was to make a new generation of citizens aware of our past and those who left their permanent mark on the city or even the world. Members of the committee were tasked with presenting a list of names of those they felt should be recognized with memorial street names. The committee attempted to narrow down those presented to a list of five for 2023, but in the end it was decided to recognize all ten names that were submitted.

Going forward, during the summer any citizen can nominate a person to have one city block dedicated to their memory. Names submitted are to be of residents or former residents who through their life, their works, their contributions to the city, or in their passing left an indelible mark upon this community. The location of the memorial blocks will be significant to the deceased. The person must be deceased a minimum of five years before the nomination can be considered with exceptions being made for city employees who dies while in service to the community.

It should be noted, the signs designating these memorial street names clearly state they are Honorary, the signs themselves are also blue in color to distinguish themselves from the traditional green street signs. If you live on a street in which a person is honored, your street name and address will not be effected. This signage is only honorary and does not affect your postal address.

The Historic Preservation Committee will also work with students at Merrill High School who will install QR codes on the street poles so visitors can scan and learn more about the person being honored.

The living family members of those being recognized in 2023 have been notified of the plans, and Mayor Hass will now work with them to set up a formal dedication and sign placement in the spring and summer of this year. The city will then solicit future memorial names for selection by the Historic Preservation Committee in late 2023 for placement in 2024. There will be a small fee for each application; the purpose of the fee is to prevent serial applications and to help offset the cost of the signs.

The 2023 memorial street names are:

Lt. Robert Russell Path – 500 block of North Spruce St, honors the life of Lt. Robert Russell an Army Air Corp flyer who was shot down and killed during World War II, he is only one of four Lincoln County

servicemen, and the only city resident who is listed as Missing in Action from WWII. The street was chosen as it is the block in which Russell and his family called home.

Capt. Elmer Krueger Way – 1100 block of E 2nd St. Krueger is the only Merrill Police Officer to be killed in the line of duty, lost his life while making an arrest to the north and east of the Lincoln County Jail.

Natalie Scribner's Path – 100 block of W 1st St. Scribner was the longest serving director of the T. B. Scott Library, holding that title from 1922 to 1948. She was instrumental in the creation of the Wisconsin Valley Library Service that became the model for cooperative libraries and inter-library sharing throughout the state. The street name of course is in front of the T. B. Scott library.

Lt. Thomas Beckman Trail – 100 block of S Pier St. Beckman died in the line of duty while serving the Merrill Fire Department on January 3, 1978 while at a house fire on Mill St. Beckman was known throughout central Wisconsin for his work educating firefighters and members of the public in fire service training, fire prevention and emergency care. Beckman was known as a trailblazer in modern fire techniques and his contributions to the fire service. The block was chosen as it now the home of the Merrill Fire Department.

Sgt. Grant Dampier Pass – 300 block of North Prospect St, Sgt. Dampier was mortally wounded in the line of duty while serving our country overseas as a part of Operation Iraqi Freedom. Assigned to the 8th Infantry Regiment, 3rd Heavy Brigade Combat Team, Fort Carson, CO. The block was chosen, as that was the location of Dampier's home when he was killed.

Clifford Tiny Krueger Way – 1200 Block of E Main St, a graduate of Merrill High School, Krueger was known as the "Fat Boy" of the Seils-Sterling Circus, but went on to being elected first to the Merrill Common Council, then the Wisconsin State Senate where he served for over 30 years. Krueger was often called the Champion of the Northwood's of Wisconsin and was known in Madison as a leader of the Republican Party, although he labeled himself a progressive. The 1200 block of E Main St was chosen as this was the block in which his tavern "Tiny's Place" once stood.

Sgt. Ryan Jopek's Route – 2000 block of E Main St, killed in action on 8-1-06 while serving overseas as part of Operation Iraqi Freedom. Jopek, who was 20 years old, was assigned to 2nd Battalion, 127 Infantry Regiment, Wisconsin National Guard. Jopek suffered injuries when an IED detonated near his convoy in Tikrit, Iraq. The selection of this block is due to Jopek's home being on that corner of E Main and Sales St.

Andrew Warren Way – 100 block of South Mill St, Warren bought a tract of land at the juncture of the Wisconsin and Prairie Rivers. He assembled a crew of workmen and built a sawmill and dam. He also built log cabins the house the men. Jenny Bulls Falls, later to be called Jenny was born. The street selected is very near the area the dam and sawmill which Warren built, the first ever in what is now the City of Merrill.

H. V. Kaltenborn Byway – 700 block of E 1st St, born in Milwaukee but raised in the 700 block of E 1st St, Hans on Kaltenborn left Merrill at an early age to join the armed forces and fight in the Spanish American War. While there he wrote stories for his hometown newspaper, the Merrill Advocate. Upon return to the United States he began with the Brooklyn Daily Eagle at the age of 24 and enrolled in Harvard. He joined CBS in 1927 and by 1936 was providing live accounts from the battlefields of the Spanish Civil war. Kaltenborn went on to become known as the "Voice of America" and was considered

the “Dean” of radio commentators. His radio career both on CBS and NBS spanned over 30 years. Although he is probably one of the most famous people to come from Merrill, few people have ever heard of him and until now he has not been recognized in any way in the city.

Riley’s Route – 200 block of Court St, Officer Riley Kurtz died in January of 2022 while serving the City of Merrill due to natural causes. The 24 year old officer became the fourth active duty police officer to die while serving the city, and the youngest. The 200 block of Court Street was chosen as that is the street most officers travel on when they head out on patrol. Riley’s Route will also intersect with Captain Elmer Krueger’s Way, reminding officers daily of those who have gone before them and the dangers of the job.

Rollout of Logo/Tagline

Internal Messaging

Deliverable	Status
Create uniform, branded email signatures for City staff and elected officials	Complete
Create letterheads	Complete
Create business cards	Complete

Communications to Merrill Residents

Deliverable	Status
Create snippets of the town hall meeting & share on social media/website	Complete
Attend events/community meetings/etc. to highlight the meaning of <i>Experience More to Life</i>	Ongoing
Create a communications station at City Hall	?
Create business banners with the new City logo; send letters to businesses	Pending

External Messaging

Deliverable	Status
Create messaging and ads for 2023 Visitor's Guide	Completed
Talk about Merrill's rebranding efforts in the media.	Ongoing (Article in Merrill Foto News – Jan.; appeared on Bluejay radio – February; shared Bluejay radio interview on FB – March; published videos on City's new YouTube channel – April)
Send new logo with tagline to media contacts along with press release	Pending
Implement paid social media, advertising <i>Experience More to Life</i> to our target audience	June 2023
Implement digital marketing campaign (display ads, keyword searches and geofencing)	June 2023
New website	2023
Implement new City Signage	2023-2028

April
2023



City of Merrill

Cameo Roets
cameo.roets@mwcadvertising.com



Ideas for Retargeting

Target Areas

- Business that are closing or downsizing in the Chicago & Minneapolis areas and suburbs.
- Business that pay is below Merrill average wage.
- Locations affected by the Minneapolis Protest.
- Cities smaller than Merrill or with higher unemployment.

Target People

- People that are graduating from technical colleges that have welding and CNC machining programs.
- People looking up terms for wanting to move, looking for a new area, etc.

DIGITAL ADS



www. 2023

The City of Merrill

Cameo Roets
cameo.roets@mwcadvertising.com



THE DECISION FUNNEL

Many customers do not make instant purchase decisions. They often research products and services, compare features and prices, and read customer reviews. It's important to guide prospective customers through the entire buying journey to convince them to purchase your product or service.

AWARENESS

- Radio
- Digital Billboards
- Internet/Mobile Advertising
- Social Content
- Streaming Video (TV)

INTEREST

CONSIDERATION

INTENT

- Targeted Email
- Business Reviews
- Referral Websites
- Virtual Assistant
- Website

EVALUATION

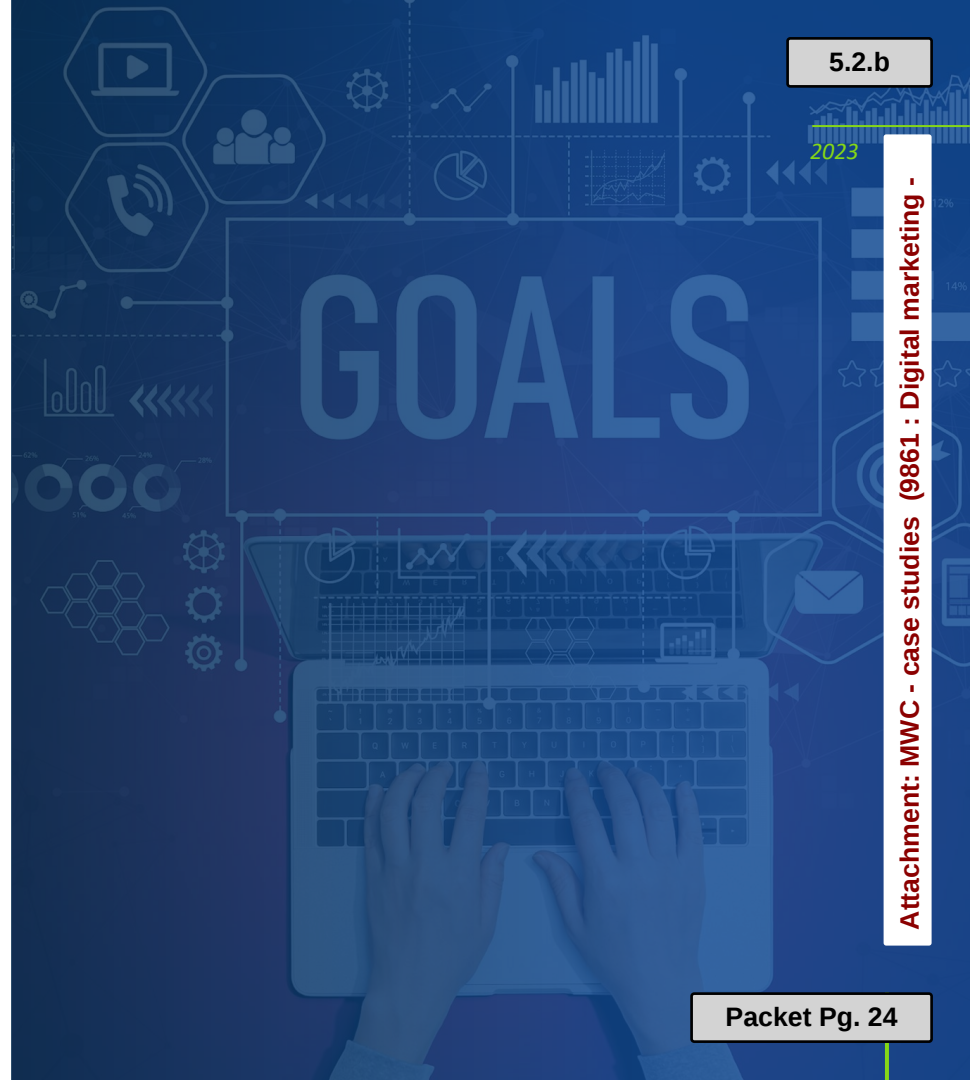
PURCHASE

- Google Shopping
- SEM/SEO
- Social Advertising

THIS IS WHAT I HEARD YOU SAY...

Needs & Goals

- We want to showcase Merrill and everything it has to offer in terms of open manufacturing positions, safety/security, fun area events, and overall, a great work-life balance.
- We've gathered three unique instances where we have helped recruit employees, even enticing people to move for the opportunity to work for some of our advertisers.



5.2.b

2023

Attachment: MWC - case studies (9861 : Digital marketing -

Steps to finalizing relocation-recruitment campaign

- Finalize the exact cities/counties we want to target.
- Determine exact monthly/overall budget
- Tweak estimates for addressable geofencing, YouTube, and SEM with finalized geography and budget



How we've helped in other recruitment campaigns...

Wausau Manufacturer

Recruitment Case Study

The Situation

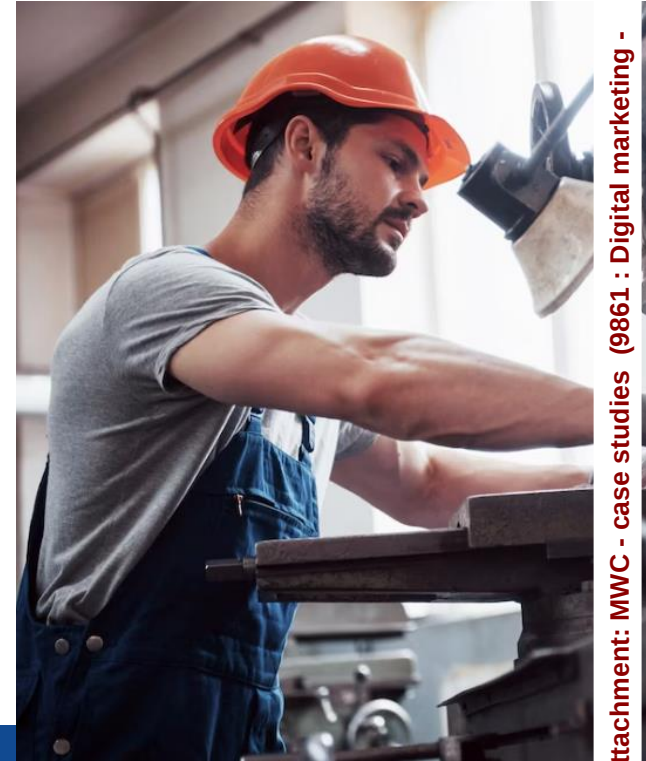
A rapidly expanding Wausau manufacturer had the need to hire skilled machinists and maintenance mechanics to fill positions that were open due to retirements within the company. While they were running a campaign to target local candidates for these same positions, as well as general labor, the owner of the company felt that the pool of skilled workers in the area was limited, and wanted to look at the metropolitan areas of Chicago and the Milwaukee area.

THE SOLUTION

Our team devised a plan that would allow us to target the needed skilled workers through a number of different channels. Our campaign used programmatic display to target the geographies of Chicago, as well as Milwaukee and the surrounding areas. Using intent targeting, we were able to target an audience of people based on online behavior that would indicate that were looking to move out of their current locations. With Addressable Geofencing, we targeted an audience in these locations that were currently occupied as one of the titles of skilled laborers that the client was looking for. We then added Site retargeting from the advertiser's careers page, to make sure that people who clicked the ads were retargeted.

THE RESULTS

Programmatic display yielded 1,207,606 impressions, 1,518 clicks, garnering a 0.13% CTR, and 406 online conversions of people who saw the ads, then came to their career page organically!



Attachment: MWC - case studies (9861 : Digital marketing -

Wisconsin Chamber of Commerce

Recruitment Case Study

The Situation

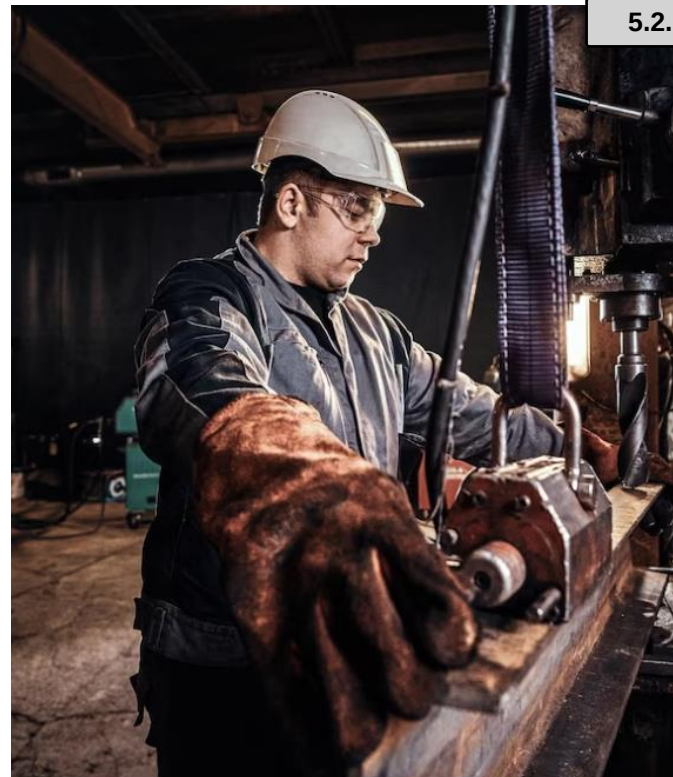
The Chamber of Commerce of a major Wisconsin metropolitan area wanted to recruit blue collar workers from a nearby major vacation spot and a rival metropolitan area. The Chamber wanted to entice inexperienced and experienced laborers to move to the area so they could staff a number of businesses that needed workers.

THE SOLUTION

We implemented a plan to target the vacation area toward the end of summer, right as seasonal workers were going to be looking for work, and then target experienced workers in the rival metropolitan area. First, we created a landing page for The Chamber, that listed the different businesses that were hiring for the open positions, with links to each business's Careers page. We then targeted the geography of both with a combination of intent targeting and Site Retargeting. We also targeted households of experienced blue-collar workers in the major metropolitan area with Addressable Geofencing. The message of the creative focused on the benefits of moving, highlighting that the area was rich in culture, community, and jobs.

THE RESULTS

Programmatic display served 1,200,002 impressions, and generated 1,769 clicks, garnering a 0.15% CTR, and 111 online conversions of people who saw the ads, then came to their careers page!



5.2.b

Attachment: MWC - case studies (9861 : Digital marketing -

FOOD MANUFACTURER

Recruitment Case Study

THE SITUATION

One of the fastest-growing players in the food manufacturing industry was in dire need to hire more employees, due to high turnover. They wanted a recruitment digital marketing campaign that would drive prospective recruits to a landing page, and ultimately fill out an application form.

THE SOLUTION

Our team deployed a multi-faceted digital campaign strategy. First, we deployed programmatic display ads that were focused on geofencing and intent targeting. We also utilized programmatic audio, digital out-of-home (DOOH) ads, connected TV/OTT, as well as created and hosted a custom landing page. The DOOH ads were deployed in a broad range of locations, including restaurants, gyms, pharmacies, billboards, and various retail establishments.

THE RESULTS

Programmatic display yielded 84,380 impressions, 119 clicks, garnering a 0.18% CTR, which is a 50% stronger CTR performance than the national average!

Programmatic audio generated 12,827 impressions with a 94.6% completion rate.

OTT had a near-perfect 98.98% completion rate, performing well above the industry average of 96%.

DOOH resulted in 16,677 impressions.



5.2.b

Attachment: MWC - case studies (9861 : Digital marketing -

REPORTING & ANALYTICS

Showcasing the ROI for your Digital Marketing Campaign

Easy-to-digest reporting dashboard

Includes everything from campaign goals to campaign performance

Identify which changes need to be made to optimize your campaign

Get real-time reports on your metrics



WHY US?

Choose an advertising partner you can trust

At **Midwest Communications**, your success is our priority. We are invested in your business' success, and desire to build a long-lasting partnership with you. Here's what we're doing to achieve that goal and earn your trust:

DELIVERING RESULTS

We manage digital campaigns from end-to-end, optimizing to ensure success, retention and growth. Plus, our campaigns outperform industry-benchmarks:



PROGRAMMATIC:

50% better click-through rate than national average.



SOCIAL MEDIA:

70% cheaper cost-per-click, with 40% stronger click-through-rate than national average.



OTT:

2% better completion rate than national average.



PPC / SEARCH:

59% cheaper cost-per-click, with 1.26% stronger click-through-rate than national average.

AD FRAUD PROTECTION



We have invested in full-time staff that monitor and detect ad fraud. Nationwide, an average of **35%** of all digital ads are delivered fraudulently, (i.e. - sent to spam/ bots). Our fraud rate measures at just 5%, and that means 95% of your investment will be delivered to real human beings.

CAMPAIGN MANAGEMENT



Our dedicated campaign management team monitors and optimizes your campaigns multiple times every week. They make adjustments based on historical performance, to drive the best possible results for your business.

BRAND SAFETY



We ensure your ads appear exclusively on brand-safe websites, to protect you from the damaging influence of questionable content on other sites.

KICKING OFF YOUR CAMPAIGN: NEXT STEPS

Now that your campaign has been defined and finalized, we are just a few steps away from going live! Here are the next steps for your reference:

- 1 Media plan approval and start date confirmation
- 2 Grant admin access (if social media is part of your campaign)
- 3 Order the creative/s, review, and approve
- 4 Pixel placement (Google Tag Manager/retargeting/social)
- 5 Campaign officially goes live
- 6 Review reporting every 30 days minimum
- 7 Implement a creative change after 90 days



THANK YOU

We look forward to being your marketing partner.



April 20, 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 AAC subcommittee meetings.
- Attended monthly MEC Committee Meeting.

Merrill In the News

- Merrill K9, Dasty, is back on duty – Various media outlets
- Former Merrill Fire Chief death officially recognized as a LODD – Various media outlets
- Merrill's High School students organize Career Fair (Channel 12)
- Merrill school administrator remembers fallen officer Emily Breidenbach – Channel 12. *Channel 7 reached out in regard to a story. We declined to comment.*
- Students make case for enhanced mental health services at state capitol (Raise your voice club) – Channel 9
- Easter egg hunts – various media outlets, including social media bloggers
- Appeared on "Our Town" on Bluejay radio to promote Loyalty Day parade and celebration, free rides on the Merrill-Go-Round for the spring election, Children's Fest and the Easter egg hunt.

Media Relations

- Will be working with Channel 9 and other news outlets to highlight the City's Community Development Block Grant program.
 - Need to interview homeowners and workers to create story, and take pictures of projects by phase.
- Requested interviews of City staff/elected officials who appear on Bluejay radio.
- Meeting/corresponding with local reporters to build relations. (Ongoing)

Loyalty Day Communications

- Attended Loyalty Day Committee meeting in March.
- Created a press release.
- Distributed PR to TV, newspapers and radio outlets on 4/4/23. Sent to outlets within a 70-miles radius of Merrill, including Madison media outlets, as requested by the VFW Commander.
- Updated City's website with correct, up-to-date info about festivities. *(The WI VFW page did not have updated info.)*
- Announced event info on Bluejay radio.
- Created FB posts, encouraging the public to register for the parade and to decorate the City in red, white and blue.

Website Enhancements

- The design and coding on the new City website is complete.
- Working to create/move content on the new website.

Branding & Marketing - Rollout of Logo/Tagline

- Emailed new email signature to department heads and elected officials. Some revisions were made to enhance the quality of icons. Worked with MPD and MFD to create custom email signatures.
- Created new letterheads and emailed them to department heads. Worked with MPD and MFD to create custom letter heads.
- Worked with vendor to create new business cards with logo and tagline. Emailed department heads to let them know they can place orders for business cards.
 - Was requested to get a quote from Reindl.
- Working with departments to get materials updated for new website. (Removing old logo and reference to "City of Parks.")

City Communications on Current Website

- Added info about the Cowboy Mounted Shooting event – June 24-25, 2023 and Lange Auctions.
- Posted info about the former Fire Chief who's death was ruled a LODD on News & Announcements
- Posted Shrp link to get photos from residents and created a FB post.
- Worked with staff to post misc. messages on the City's website and Facebook page. *(Misc. announcements)*

Photography

- Building photo gallery.

Digital Marketing

- Received new ideas/proposal from Midwest Communications in April. In the process of reviewing it.
- Plan to launch a digital marketing campaign in June.

Name the Garbage and Recycling Truck Contest

- Reached out to school officials (3rd and 4th graders from Washington Elementary, Trinity Lutheran, St. John's Lutheran, St. Francis Xavier Catholic, and New Testament Christian Academy)
- Schools came up with 2 names each.
- Residents will vote for the winners.
- Winning name will appear on garbage and recycling truck.
- Will create surveys for residents (paper and electronic), and tally winning votes.
- Will work with vendors to order truck decals.
- Will work with FabLab to create plaque for students and for social media post.

Misc.

- Host weekly meetings with Social Media Specialist Hallie Savall and Mayor Steve Hass.
- Asked to attend the Merrill Festival Grounds Committee meetings. (Next one is May 4, 2023)
- Met with Merrill Productions to discuss partnerships: equipment check-out and training; providing opportunities for our Youth Apprenticeship student(s); and student journalism projects.
- Attended Travel Wisconsin's summer 2023 webinar
 - Highlights: People are looking to take road trips to WI this summer.
 - Ad market for Minneapolis market is very efficient and "best bang for the buck" (less money for ads and more arrivals to WI)
 - Most visitors coming to our area are from MN.
 - Implementing a domination campaign with digital ads in the heart of Minneapolis to keep WI top of mind.
 - Campaigns: "Here's to Wisconsin" "Here's to being here." (Campaigns for specific markets; targeting travelers with family and travelers without children.)
 - "Here's to trading skylines for endless WI shorelines."
 - "Here's to festies with besties and singing your favorite song."
 - "Here's to Festies with Besties and summering with us."

Idea to build synergy:

- "Here's to soaking up the sun on the Wisconsin River."
- "Here's to less traffic."
- "Here's to more house for less money and priceless backyard views."

On my Radar:

- Meeting to discuss Lincoln County Recreational assets – 7 p.m. 4/24 at Sawmill Brewery.
- Ice Age Trail Alliance – Northwoods Chapter meeting is 6:30 p.m. May 3. Presentation on Great Pinery Heritage Waterway presentation by Canoecopia.
- Class of 2003: June 10, 2023 – Create communications/placards encouraging them to follow us on social media

Social Media Updates

- Review/edit posts. Some writing as needed.
- Reviewed tiered social media responses and list of hashtags.
- Created YouTube channel – published videos and wrote descriptions.
- Ideas for YouTube content?
- Future social media platforms.
 - Create a plan for LinkedIn – Received a notification that the City of Merrill appeared in 164 searches in this week. (4/12)
 - Create Instagram account

Social Media Report - March 2023 (Mar. 1-31, 2023)

Facebook Page Reach: 11,276 (down 12%)

- *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: 1,224 (up 5%)

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

New Facebook Page Likes: 41 new likes (down 2%)

Content (Most Popular by Reach)

1. Ribbon Cutting at Tranquil Times Wellness - (Reach: 4251; Likes, Reactions, Comments and Shares: 229)
2. Pickle Ball Bid - (Reach: 3006; Likes, Reactions, Comments and Shares: 82)
3. Lange Auction Post - (Reach: 2815; Likes, Reactions, Comments and Shares: 59)
4. Lincoln County Humane Society Springfest - (Reach: 2591; Likes, Reactions, Comments and Shares: 70)
5. NCWGCA Gun Show - (Reach: 2630; Likes, Reactions, Comments and Shares: 80)

We currently do not have paid social media ads.

City of Merrill Social Media Moderation Guidelines

Moderation refers to designated people who monitor social media to answer questions or concerns on social media posts. Our goal is to respond to every question or concern in a very timely matter. When monitoring each channel, it is important to listen and consider the best response prior to interacting. If an interaction includes questions, comments or information that are unknown or unclear, the first action will be to engage the Marketing and Communications Committee or appropriate City department or official for support.

Tier One – Positive or Neutral Comments:

- For comments/questions that are positive or neutral, be friendly and engaging while remaining professional. The goal is to start a conversation in order to increase engagement and brand awareness.

Tier Two – Negative Comment:

- When handling a negative comment on social media, be sure to acknowledge the issue on our post publicly. Then, ask them to Direct Message (DM) you, this way the conversation is private (if it wasn't already a DM).
- Once you get the user in a private message, thank them and ask them for their contact information (Name, Email, Phone – at least one).
- Follow up to try and resolve the issue – follow-up online with resolution, try and turn a negative in to a positive

Tier Three – Crisis /Negative Comment Escalation:

There will be user engagement situations that require legal and/or City leadership input. In these situations, a Moderator will follow an escalation procedure to properly address the social media user.

- Possible crisis post (slander, threats, intimidation, etc.).
- Alert Marketing and Communications Committee, Mayor and Legal Counsel immediately.
- Assess the severity of the post.
- Legal to advise on response, which could include but is not limited to:
 - o Removal of the post from public view.
 - o Legally approved response to the post (DM).
 - o Sharing of the post with authorities.
- Mayor to approve response.

This begins by emailing:

TO: NEED A CONTACT

CC: NEED TWO CONTACTS

Moderation Considerations:

If a Moderator is not completely sure of an answer to a question, email the following:

- TO: NEED A CONTACT
- CC: NEED AT LEAST TWO CONTACTS

Send emails in the following format:

- **Subj:** Social Mod. Request – Last Name of User, “Topic”, Date
 - o Ex. **Subj:** Social Mod. Request - John Doe, Help, 1.1.17
- **Body:** Be sure to include screenshots of the conversation, summary of the comment or request and contact information.

Response Questions

The following are common issues or topics that Moderators may be presented with.

The responses to the inquiries below are for educational purposes and are not to be used publicly.

- **Inquiry:** Questions about community services, events, etc.
- **Response:** Thank you for your interest. You can find information about the service/event at [city or event website). Let us know if you need any additional information.
- **Inquiry:** Reaction to an upcoming or final city decision.
- **Response:** Hi [name], thank you for your input on this topic – we appreciate your input. If you’d like more information, please send us a DM and we will contact you.

City Services Inquiry

Examples:

- Request/questions on trash pick-up.
- Request/questions on holiday schedules.
- Request/questions on parks and recreation.

Response: Hi (name), we would be happy to help! You can find the information at [provide a link].

- If a user is not satisfied with the response and continuously messages about a specific topic or issue, you may then request a DM for individual follow up.
- If a user becomes aggressive or inappropriate, refer to Tier Three response.

Restrictions and Escalations

To prevent backlash, avoid the following when Moderating:

- Talking about specifics that may escalate the conversation.
- Talking badly about any person, business or political party.
- Biased opinions; remain objective and let the user form their own opinion.

If the comment or DM is offensive, or uses harsh vocabulary:

- The Moderation Team will delete comments that contain slander, foul language, and inappropriate comments while alerting the Marketing and Communications Committee of the offensive content.
- Determine if Tier Three response is warranted.

April Monthly Report

Social Media Specialist Monthly Report

Description - The Social Media Specialist is responsible for developing social media content that engages audiences and identifies creative online marketing strategies to attract residents, workers and visitors to the city. The SMS will collaborate with staff and members of the Marketing & Communications Committee to develop successful Social Media Campaigns. This position works closely with and reports to the Communications Consultant, who will review and approve the posts.

Tasks - I have been focusing on brand language and watching the town hall videos to fully understand our direction. I am focusing on getting photos when I am out and about to build our catalog for upcoming ads and our Dropbox gallery. I have been talking with citizens about branding and seeing what they think would help bring in our targeted demographic.

I have met weekly with the Mayor and Chantel to stay up to date on events and public meetings.

Events - Attended the Chambers business after hours, Little Lakes Memories Banquet, the Tranquil Times Ribbon cutting, Children's Festival, High School Career Fair and the Easter Egg Hunt.

Social Media - I have been scheduling posts for April and filling up Mays calendar looking ahead to future events and searching for things people will want to be informed about. We are continuing to grow in our following and I am pleased to see how we grow from here. I will be looking more into Linked in and YouTube to make sure we are using them most effectively. We got our YouTube channel up and running this month and we are excited to see that following grow as well.