

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.

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

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