



CITY OF MERRILL
COMMITTEE OF THE WHOLE
AGENDA • WEDNESDAY MARCH 24, 2021

Regular Meeting

City Hall Council Chambers

6:00 PM

- I. To attend remotely, call 626-838-2792 and PIN 311 740 770 #.
- II. Call to Order
- III. Pledge of Allegiance
- IV. Agenda items for consideration:
 - 1. Discuss options related to creation of Marketing & Communications Committee
 - 2. Discuss amending composition of standing committees from three alderpersons to four.
- V. Public Comment Period
- VI. Adjournment

Heideman, Bill

From: Woellner, Derek
Sent: Monday, March 22, 2021 10:42 AM
To: Heideman, Bill
Cc: Johnson, David
Subject: Marketing committee item material

Option 1 - Standing Committee

Funding

Operates like Board of Public Works, capital marketing expenditures are approved during the budget and bid out the following year.

Draft Ordinance

Sec. 2-81 Standing committees; action on committee reports

(5) Marketing and Communications Committee

a. Consists of 3 (or 4) alderpersons

b. Duties. The marketing and communications committee shall:

1. 1. Establish maintain branding standards for the city, including but not limited to official logos, mottos, color pallets, and typefaces;
2. 2. Perform such duties pertaining to the marketing of the the city to prospective businesses, residents, and tourists;
3. 3. Keep all city residents and property owners well informed on city matters through the use of press releases, mailings, newsletters, local media ad buys, etc;
4. 4. Prescribe policy for the city website, social media accounts, and all other public communication for all departments within the city.

Suggested Meeting Date

Second Thursday of the month, 2-days after Common Council. This allows the Committee to review and finalize any press releases to announce council action(s). We want to communicate information in a timely manner, however, enough time is needed to draft an agenda.

Example Workflows

Committee wants to promote Merrill's many advantages, mainly the low cost-of-living, in large urban markets, in order to attract new residents and businesses.

- - Committee instructs the City Administrator to draft a Marketing Request for Proposal (RFP).
- - Committee reviews and approves the RFP.
- - City Administrator or other city staff brings bid proposals back to committee, where they're reviewed.
- - Committee approves the bid and the chosen marketing agency does the campaign.

Committee wants to promote local recreational opportunities in regional markets, to attract visitors from around the state and midwest.

- - Committee instructs the City Administrator to draft an RFP for the marketing campaign.
- - Committee reviews and approves the RFP.
- - City Administrator or other city staff brings bid proposals back to committee, where they're reviewed.
- - Committee approves the bid and the chosen marketing agency does the campaign.

Committee wants to inform city residents about a \$200,000 loan the Council approved to help rehabilitate a historic structure in the city.

- - City staff prepare a draft press release and present it at the first meeting after Common Council.

- - Committee reviews and approves the press release
- - City staff sends press release to all local media.

Option 2 - Citizen Commission**Funding**

Operates like the airport commission, money is budgeted at budget time.

Option 3 - Local Grant**Funding**

The grant is created at budget time. Local organizations apply for the grant and it is awarded to whoever has best plan to market the community.

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Heideman, Bill

From: Woellner, Derek
Sent: Tuesday, March 16, 2021 9:28 AM
To: Heideman, Bill
Cc: Johnson, David; Hayden, Tom
Subject: Material for composition of standing committees CoW item

3 vs 4 person standing committees

3 person standing committees

Pros

- No tie votes
- Not a quorum of the council

Cons

- 1 absent member leaves only 2 to vote
- 12 (4 committees x 3 members) total standing committee seats with 8 aldermen does not allow for equal placement

4 person standing committees

Pros

- with 1 absent still have 3 voting members
- 16 (4 committees x 4 members) total seats means each alderperson serves on exactly two standing committees.
- Still not a quorum of the council (I wouldn't go to 5 members)

Cons

- Potential for more tie votes with no tie breaker
- Too close to a full council quorum

Attachment: Three vs. four aldermen on standing committees info (5806 : Discuss amending composition of standing committees from three