



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

Regular Meeting

City Hall Council Chambers

6:00 PM

I. Call to Order

Mayor Woellner called the meeting to order at 6:00 P.M.

Attendee Name	Title	Status	Arrived
Paul Russell	Aldersperson - First District	Remote	
Steve Hass	Aldersperson - Second District	Present	
Rick Blake	Aldersperson - Third District	Present	
Steve Osness	Aldersperson - Fourth District	Present	
John M. Van Lieshout	Aldersperson - Fifth District	Present	
Mike Rick	Aldersperson - Sixth District	Present	
Mark Weix	Aldersperson - Seventh District	Present	
Steve Sabatke	Aldersperson - Eighth District	Present	
Derek Woellner	Mayor	Present	

Other meeting attendees (either in-person or remotely) included: Public Works Director/City Engineer Rod Akey, Police Chief Corey Bennett, Street Superintendent Dustin Bonack, I/T Manager Dustin Brown, City Attorney Tom Hayden, City Administrator Dave Johnson, Fire Chief Josh Klug, Enrichment Center Director Tammie Mrachek, Building Inspector/Zoning Administrator Darin Pagel, Utility Operations Manager Gabe Steinagel, Library Director Stacy Stevens, Finance Director Kathy Unertl, Parks & Recreation Director Dan Wendorf, Facilities Maintenance Manager Nick Wszalek, Gene Bebel, Mike Ravn and City Clerk Bill Heideman. Merrill Productions was present to videotape the meeting.

II. Pledge of Allegiance

III. Agenda items for consideration:

1. Discuss options related to creation of Marketing & Communications Committee

Information was in the meeting packet.

Mayor Woellner presented the following three options for potential structure of a Marketing and Communications Committee:

1. Standing Committee - Would operate similar to the Board of Public Works. Capital marketing expenditures would be approved during the budget and bid out the following year.
2. Citizen Commission - Would operate similar to the Airport Commission. Money would be budgeted at budget time.

3. Local Grant - The grant would be created at budget time. Local organizations could apply and the grant would be awarded to whoever has the best plan to market the community.

Alderman Hass stated his opinion that the committee should be a standing committee. After discussion, there appeared to be a consensus favoring a standing committee.

Alderman Hass stated that he thinks the City Administrator, Library Director, Parks & Recreation Director and the Enrichment Center Director should be members of the committee.

Enrichment Center Director Mrachek remarked that all City departments are already conducting marketing. She suggested that, rather than adding another committee (and another layer of government), a part-time Marketing Director could coordinate all City marketing efforts.

Mike Ravn suggested that centralization and standardization are necessary. He favors having a marketing expert analyze the City's current marketing endeavors and then make suggestions on how to proceed.

Alderman Osness suggested that the Church Mutual Marketing Department could be a valuable information/suggestion resource.

Mayor Woellner led discussion on a review of the draft ordinance in the meeting packet.

Mayor Woellner noted that, if only an ad-hoc committee is formed, clear goals for the committee need to be established.

Motion (Woellner/Blake) to approve the draft ordinance creating a Marketing and Communications Committee. City Attorney Hayden to prepare the ordinance for consideration at a future Common Council meeting. Motion carried 6-3 on roll call vote.

2. Discuss amending composition of standing committees from three alderpersons to four

This agenda item was not discussed, due to time constraints (Common Council meeting at 7:00 P.M.).

IV. Public Comment Period

Public comment was not taken at the meeting.

V. Adjournment

Motion (Van Lieshout/Blake) to adjourn. Carried. Adjourned at 7:01 P.M.