

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE MINUTES
THURSDAY, MARCH 17, 2022

Regular Meeting

City Hall Council Chambers

5:15 p.m.

Present: Rick Blake, Mark Weix, Scott Steele, Tammie Mrachek, Dan Wendorf, Jessica Zellers, Gene Bebel, John Greenwood, Renea Frederick, and Clyde Nelson (Merrill Area Chamber of Commerce)

Absent: John VanLieshout

Also Present: Alderman Steve Hass, Gene Bebel, City Administrator Dave Johnson, City Attorney Tom Hayden, City IT Manager Dustin Brown, Finance Director/Deputy City Clerk Kathy Unertl (Remote), and Merrill Productions Camera Operator

1. Chair Blake called the meeting to order at 5:15 p.m.
2. Minutes of previous meeting - January 20, 2022 – Motion (Weix/Bebel) to approve the meeting minutes. Carried.
3. Update on search for Communications Specialist

Steele reported that there had been one recent proposal received. Chair Blake, City Administrator Johnson, and Steele will review and follow-up. It might be necessary to seek proposals from marketing firms.

Nelson and Mrachek commented on their contacts with individuals that potentially might have an interest or know someone whom might be interested. Key is digital marketing.

4. Discuss first draft of branding proposal

Steele presented a draft power point and reviewed potential branding concepts. Meeting participants provided input during the presentation. Nelson commented on partnership opportunities with the Merrill Area Chamber of Commerce and the City's Tourism Commission.

A revised draft will be distributed to Committee members for additional review and comments. Discussion focused upon future presentation to the Merrill Common Council.

There are jobs everywhere. Steele stressed the importance of emotional story and connection with living and working in Merrill.

5. Update on public/media outreach

There was recent positive article on City's housing initiatives in Merrill FotoNews community profile.

6. Public Comment Period - None

7. Next meeting: Thursday, April 21 at 5:15 P.M.

8. Adjournment – Motion (Blake/Weix) to adjourn at 6:19 P.M. Carried.

Prepared by Kathy Unertl, Finance Director/Deputy City Clerk