

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.

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:

Aldersperson Weix made a motion to place the monthly reports on file. Aldersperson 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

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

Minutes respectfully submitted by,

City Clerk – Lori L. Anderson-Malm