

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, February 16, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.**

Present: Alderperson Blake (Chair) (remote), Alderperson's Weix and Fermanich, Chamber of Commerce – Sturm, Enrichment Center Director – Mrachek, Library Director - Ollhoff

Absent: Gene Bebel, Renea Frederick, Dan Wendorf, John Greenwood

Also Present: City Clerk Anderson-Malm, City Attorney Hayden, Public Works Director/City Engineer Akey, Scott Steele, Communications Specialist Kuczmarski, Social Media Specialist Savall, Jessica Gipp and Merrill Productions Camera Operator.

I. Chair Blake called the meeting to order at 5:15 PM.

II. **Minutes of previous meeting** – December 19th
Alderperson Fermanich made a motion to approve the January 26th meeting minutes.
Chair Blake seconded and the motion carried.

III. **Branding/Marketing Update:**
A number of topics were discussed including options for the tagline, branding, email signatures, marketing, working with the Festival Grounds Manager, promoting use of the Expo Center and the town hall video editing from November. No formal actions were taken.

IV. **Presentation of Tagline Graphic – Scott Steele**
Scott Steele discussed the three tagline options that were included in the agenda packet. Discussion occurred between committee members. Jessica Gipp was given floor privileges to speak regarding her thoughts on the tagline font options. After further discussion, Option A was chosen.

Alderperson Fermanich made a motion to use Option A with more spacing between the letters. Alderperson Weix seconded and the motion carried.

Scott Steele will make the corrections to the tagline and bring it to the March meeting.

V. **Presentation of shrpa – Sarah Sturm**
Chamber of Commerce – Sturm presented information about shrpa. This is a travel platform built to deliver destinations and share activities to do in our area to promote tourism. People can upload pictures on shrpa and the City of Merrill and Chamber of Commerce can use the pictures. The pictures and content can be filtered to use on the City and Chamber websites. There was no formal action taken.

VI. **Marketing & Communications Update and Monthly Report:**
The majority of the Marketing update was covered in the above agenda item. Communications Specialist Kuczmarski highlighted some of the other items on her monthly report.

VII. **Social Media Update and Monthly Report:**
Communications Specialist Kuczmarski discussed the Social Media guidelines that were included in the agenda packet.

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Social Media Specialist Savall presented her monthly report at the meeting. She highlighted some of the items on her report. She requested Facebook Messenger be turned back on to answer questions. She will monitor and thought it would be nice for people to know someone is here in the City to manage questions and concerns. Interim CA Akey will discuss this with Mayor Hass.

SMS Savall asked the committee to follow the city's Facebook page and let her know any areas they think might need improvement.

VIII. **Consider placing Monthly Reports on file:**

The committee asked to have the meeting moved to the 4th Thursday of each month. Interim CA Akey will discuss this with Mayor Hass.

Aldersperson Fermanich made a motion to place the monthly reports on file. Aldersperson Weix seconded and the motion carried.

IX. **Public Comment:**

There was no public comment.

X **Next meeting date and time:**

The next meeting will be Thursday, March 16 at 5:15 PM

XI. **Adjournment**

Aldersperson Fermanich made a motion to adjourn. Chair Blake seconded and the motion carried. The meeting was adjourned at 6:24 PM.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm