

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, January 26, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich,
Communications Specialist - Kuczmarski, Social Media Specialist – Savall, Chamber of
Commerce – Nelson, Library Director Ollhoff, Enrichment Center Director - Mrachek

Absent: Sarah Sturm, Renea Frederick, Dan Wendorf, John Greenwood

Also Present: Mayor Hass, Scott Steele, City Clerk Anderson-Malm, Public Works Director/City
Engineer Akey, Police Chief Bennett and Merrill Productions Camera Operator.

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

II. **Minutes of previous meeting** – December 19th
Alderson Weix motioned to approve the December 19th minutes. Alderson
Fermanich seconded and the motion carried.

III. **Social Media:**

1. Introduction – Social Media Specialist – Hallie Savall

Communications Specialist Kuczmarski introduced Hallie Savall as the new Social Media
Specialist and briefly gave her background.

2. Social Media Policy

Communications Specialist Kuczmarski spoke about the social media policy. After
discussion, it was requested to change the name to social media guidelines. CS
Kuczmarski will continue to work on the guidelines and bring it back to the February
meeting.

3. Social Media Calendar & Monthly Report

CS Kuczmarski discussed the social media calendar and stated a number of events from
the Chamber of Commerce Visitor's Guide will be shared.

The monthly report was included in the packet.

4. Onboarding Process

CS Kuczmarski said she is meeting with the Mayor and Interim City Administrators Akey
and Bennett. Facebook will be the first social media to be used and will branch out to
other forms in the future.

IV. **Discussion on plan to roll-out City's new logo/tagline:**

CS Kuczmarski referred to the plan that was in the agenda packet. A uniform signature
format will be rolled out to city staff initially. Other rollouts will depend on budget
availability. CS Kuczmarski also discussed having an information/communication station
at City Hall with racks, similar to at the Chamber, with information for citizens to take.

V. **Consider spending for digital marketing for 2023 using funds left over in the 2022 budget:**

Two proposals were provided in the packet and an additional proposal was handed out at the meeting. After discussion, it was recommended to refer all three proposals to a future meeting, possibly in May.

VI. **Update on Town Hall video:**

Scott Steele spoke about the Town Hall video. The video will be edited and will include the slide presentation for citizens to view.

VII. **Presentation and discussion of the City's redesigned homepage:**

CS Kuczmarski showed the new homepage design and received input from the Committee.

VIII. **Marketing & Communications Update & Monthly Report:**

CS Kuczmarski discussed the Spectrum Presentation. This research was for information purposes only.

The monthly report was in the packet. CS Kuczmarski answered questions from the committee.

Alderson Weix motioned to place the monthly reports on file. Alderson Fermanich seconded and the motion carried.

IX. **Public Comment:**

Clyde Nelson – 709 Cottage – Executive Director of the Chamber stated there are three things to keep in mind to market the city and make it attractive for people to move here. They are broadband usage, housing and child care. He handed out a flyer focusing on child care and pointed out some facilities providing that service.

Scott Steele – 13675 Cty Rd K – Spoke about child care issues at Church Mutual and agreed this is something that needs to be addressed.

X. **Next meeting date and time:**

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

XI. **Adjournment**

Alderson Weix made a motion to adjourn. Alderson Fermanich seconded and the motion carried. The meeting was adjourned at 6:17 PM.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm