

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE

THURSDAY, JANUARY 20, 2022

Regular Meeting

City Hall Council Chambers

5:15 P.M.

Present: Rick Blake, Mark Weix, John M. VanLieshout, Tammie Mrachek, Dan Wendorf, Jessica Zellers (Remote), Gene Bebel, John Greenwood, Renea Frederick, Steve Hass, LaDonna Fermanich, Gus Caylor, 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 - December 16, 2021 – Motion (Weix/Blake) to approve the meeting minutes. Carried.
3. Consider job description for Consultant – Communications Specialist

Committee added that potential attendance at some meeting in Merrill. First recruitment effort will be focused locally.

Motion (Weix/ VanLieshout) to approve the consultant job description.

4. Update on Branding

Steele expressed concern whether the Merrill Branding Plan was still relevant in view of recent comments by the former City Clerk and local media coverage. The communication focus is being negatively defined by others.

After Steele's concerns were discussed, it was decided to move forward as planned.

5. Discuss Marketing & Communications in light of recent City Hall events

Mrachek highlighted her experiences with using "colors" workshop in Rice Lake to provide participants with information on their and others communications styles. Wendorf emphasized need to clearly communicate through social and local media.

Discuss Marketing & Communications in light of recent City Hall events (Continued)

Bebel commented on perceptions, need to communicate working on plan for change, and collaboration was important. Committee of Whole orientation workshop(s) were recommended after the April election. Hass highlight past orientation meetings.

6. Public Comment Period

LaDonna Fermanich thanked the Committee and indicated agreement with many of the comments. Fermanich expressed appreciation for Scott Steele to be so bold and honest on what City needs. Ownership is better going forward since citizens do care. Leadership is crucial and supported workshop/orientation.

7. Next meeting: Thursday, February 17th at 5:15 P.M.

8. Adjournment – Motion (VanLieshout/Weix) to adjourn at 6:13 P.M. Carried.

Prepared by Kathy Unertl, Finance Director/Deputy City Clerk