



CITY OF MERRILL
MARKETING & COMMUNICATIONS
COMMITTEE
AGENDA • THURSDAY, JANUARY 18, 2024

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 561-507-1716 PIN 113 309 327 #

- I. Call to Order
- II. Consider approving minutes from the previous meeting:
 1. November 14, 2023 minutes
- III. General Agenda Items for Consideration:
 1. Food Truck-a-Palooza updates and discussion (overall plan, budget, funding summary)

Discuss and consider live on-site radio broadcasting options
 2. General Marketing focus:

Winter Sports

Spring - housing/relocation focus
 3. Street Banner Update
 4. Broadband Act of 2023 - information only
 5. Visitor's Guide, Chamber trade shows discussion/update
- IV. Monthly Reports and Updates
 1. Monthly Reports - Social Media Specialist Savall - December and January

Social Media Analytics - November and December
 2. Monthly Report - Midwest Communications Baseline Report/Contracted advertising
 3. Consider placing monthly reports on file
- V. Public Comment
- VI. Date and Time of Next Meeting: Thursday, February 15 at 5:15 PM
- VII. Adjournment

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CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
Tuesday, November 14, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Chair Fermanich, Alderperson's Weix and Meyer, Scott Steele, Renea Frederick and Sarah Sturm. Dan Wendorf, Tammie Mrachek and John Greenwood were excused.

Also Present: Interim CA Akey, City Clerk Anderson-Malm and IT Manager Brown.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes** - Alderperson Meyer made a motion to approve the October 19th meeting minutes. Alderperson Weix seconded and the motion carried.
- III. **General Agenda Items:**
 - 1. Discussion and approval of final draft of wedding planner ad** – Chair Fermanich reviewed the ad that was provided at the meeting. Scott Steele suggested adding a URL to the ad. Following discussion, Alderperson Meyer made a motion to approve the final draft of the wedding planner ad with the URL added. Alderperson Weix seconded and the motion carried.
 - 2. Discussion and consideration of Visitor's Guide options** – Chair Fermanich reviewed the handout that was supplied at the meeting. Sarah Sturm from the Merrill Chamber said they are ordering 13,000 guides this year compared to 10,000 in 2023. A motion was made by Alderperson Meyer to approve the Visitor Guide options. Alderperson Weix seconded and the motion carried.
 - 3. Discussion and update of the Tour of Lights on December 13, 2023** – Chair Fermanich provided SMS Savall's summary for the tour.
 - 4. Discussion and update of Food Truck-a-palooza on May 18, 2024** – Chair Fermanich reviewed the information that was provided in the packet. Following a brief discussion, no further action was taken.
 - 5. Update on Street Banners** – Chair Fermanich gave a brief update of the street banners.
- IV. **Monthly Reports and Updates:**
 - 1. Monthly Report – Social Media Specialist Savall** – The reports were included in the packet.

Alderperson Meyer made a motion to place the reports on file. Alderperson Weix seconded and the motion carried.

Chair Fermanich reminded the committee to get all information regarding upcoming events to Hallie.
- V. **Public Comment** - There was no public comment.
- VI. **Next meeting date: Call of the Chair**

Marketing & Communications – November 14, 2023

- VII. **Adjournment** – Alderperson Meyer made a motion to adjourn. Alderperson Weix seconded and the motion carried. The meeting was adjourned at 5:41 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm

January 2024 Food Truck - a - Palooza Update

Hallie Savall

I have been working closely with the Mayor on the Food Truck Event. We feel like this will be a successful event that will be around for many years.

I have now started to invite the Food trucks to the event. 25 invites have gone out along with a post with a flyer into a Food Truck of Wisconsin Facebook Group. I have 5 trucks that have messaged stating they will be sending in their application soon. This is a great start. I am hoping to get at least 15 trucks. I originally wanted 20-25, however, as I am unsure of how many attendees we will attract, I would not want the trucks to not have enough business to not want to come back next year. Thoughts on the above? Note - To participate in the event it is a \$25 fee.

We have Brad Emanuel booked from 330-7p.m. We are working on getting radio stations to cover the 11-3 shift. We think that this will bring in day-of people looking for something to do. This will be dependent on how many sponsorships come in. They do book up fast so this is important to get on it as soon as we can. I like the idea of WIFC and WDEZ covering, and the Mayor likes the idea of staying local and having WJMT. We will decide in the coming weeks. It will depend on how much they each cost and what would be included - Ads, announcements etc. I know right now WIFC and WDEZ are \$1000 total to cover the 4 hours - 2 hours each. This would include multiple radio ads before the date and day of recognition.

Sponsorship letters have been sent by mail, I fear they are lost in the shuffle and I will need to do follow up in-person stops or find the correct emails to send that way. I would like some ideas on this as well. I will talk to the Festival grounds committee as well. We do have some verbal sponsorships. Merrill Millwork will cover Brad Emanuel (\$500) Incredible bank will sponsor a tent along with Nicolet Bank. Nicolet bank has stated they would like to be a premier sponsor and is looking at donating more than the Gold of \$1500. This would help tremendously. Tourism commission has supported us with \$1000 for marketing outside of the Merrill area. Foto News is willing to become a Silver Sponsor (\$1000) if we also pitch in \$500 to help with newspaper ads. This would broaden our reach substantially. Ziebell Door Company is also interested in sponsoring. Merrill Chamber has also helped us by putting the need for sponsorships in their monthly newsletter. I am hoping that more will come in in the following weeks.

The Craft and Vendor show is coming along as well. I plan on pushing this in the coming weeks on Facebook to gain more traction. We have 4 lined up and they have paid the \$25 fee to be there. I'm hoping for a good turn out here as well to bring in more people

to see what they have to offer. This will draw a crowd and hopefully everyone will benefit from this.

The cornhole tournament is going to be run by Jordan Steltnpohl from Stevens point. He runs tournaments frequently and has a following. We will be advertising for this as well to help bring in more people to play. All ages and levels of play will be there. The entry fee will be \$40 a team. I would like to be able to do a bigger payout for this to attract more people. Like a 200% or 300% payback. Many tournaments do this. This will also depend on sponsorships.

Tents - we will be going with Everest Party Rentals out of Wausau. They have quoted us \$4,000 for three tents that we will need - 60x80 for cornhole, 40x80 for dining area and entertainment, and a 20x20 tent for beverages.

I have met with Zach Kubichek from Sawmill and he has agreed to run the Beverage tent that will have beer, seltzers, wine, soda and water. The picnic license was verbally agreed to by Cheryl from the Chamber so that this is legit. Sawmill will get the proceeds from the beverages. We will need a few volunteers to help with this area of the event.

We have set up a non lapsing account for this event through Kathy and monies from the vendors will be divided in sections between Trucks, sponsorships and craft vendors. This is a rain or shine event.

Tammy from Premier will help design the posters and flyers for free and we will work with them when we need to make the banners.

Dustin Brown created a City email for this and all upcoming events we may have so for now it goes to that email and gets forwarded to me without having to send out my work gmail account. Only downside is that I cannot email from that address.

I created a Facebook Page for the event as well. We will have an event for the page coming up in the next couple weeks. I plan on advertising (without paid ads) the sponsors, what we have going on, vendors, and entertainment to keep the page going.

I think that is all. Thanks for reading and I will keep you updated. Please reach out with any questions.

Funding Sources and Price Sheet - 05/18/2024				
Needs	Estimated Price	Reason	Contact	Funding Source
60x80 Tent	\$2,400	Cornhole Tournament - 40x80 is not wide enough	Everest Party Rentals	
40x80 Tent	\$1,450	For Dining and entertainment	Everest Party Rentals	
20x20 Tent	\$325	Beverages	Everest Party Rentals	
Advertisement	\$500	Adding to the foto news silver sponsorship to briaden our reach for newspaper ads.	Jennifer Gartmann	
Radio Entertainment	\$1,000	for WIFC and WDEZ to each be there for 2 hours - 11-3	Cameo Almli	
Brad Emanuel -	\$500	330-7 live music	Brad Emanuel	
Cornhole mana	\$300	Jordan will run the Cornhole event	Jordan Steltenpohl	
Cornhole payba	up to \$1600	I would like to match the entry fees to payback for the tournament. This will bring in more players if there is money added. We can always add a lesser amount as well. This is just how much it would be if we have 40 teams at \$ per team entry.	Hallie	
ATM on site	Unknown	Im not sure of who to contact for this. Will get info soon.	Hallie	
Garbage	Unknown	I would like to use the city garbages if possible. Unkown how much this will cost for use and removal.	Hallie	
Banners, Flyers	Unknown	I will work with Tammy from Premier about creating the banners and layout for the posters		
Possible kids games	unknown	Hoping to have a few things for the kids to do	Hallie	
Food Trucks	\$0	They will be bringing in money. \$25 Fee per truck space	Hallie	
Vendors	\$0	They will be bringing in money. \$25 Fee per vendor space	Hallie	
Security	\$0	Police Chief Bennett stated that they will be present.	Hallie	
Beverages	\$10 Picnic License	Zach Kubicheck will run the beverage tent. We will pay for the picnic license that the Chamber will hold for the event	Zach and Cheryl	

Great! Glad you are reaching out now. Saturday in May gets booked fast!

Normally a two hour live broadcast is \$1500 per station. Since the City of Merrill is doing a good amount of business with us, you would get the discount price of \$500 each. So for \$1000 you will receive the following:

One - 2 hour live broadcast WIFC
15 :10 second promotional ads
6 :60 second live call-in interviews during event
Listing on WIFC.com Events
Professional DJ
Station Vehicle at Event
On Air Mentions

One - 2 hour live broadcast WDEZ
15 :10 second promotional ads
6 :60 second live call-in interviews during event
Listing on WDEZ.com Events
Professional DJ
Station Vehicle at Event
On Air Mentions

Normally price: \$3000 / Your price \$1000.

This way you get both WIFC and WDEZ listeners.



RESOLUTION NO. _____

**A RESOLUTION OPPOSING H.R. 3557,
THE “AMERICAN BROADBAND ACT OF 2023”**

WHEREAS, H.R. 3557, the “American Broadband Act of 2023” was approved by the House Committee on Energy and Commerce without any testimony from state or local government representatives; and,

WHEREAS, had state or local government representatives been allowed to speak, the City of Merrill and other municipalities surely would have made the committee aware that this bill represents and unprecedented and dangerous usurpation of local government authority to manage public rights-of-way and land use; and,

WHEREAS, the bill requires local governments to cede a great deal of control to private telecommunications companies, with no benefit to local governments, including Merrill, and – no obligation to provide broadband to “unserved” and “underserved” areas, no timeline for construction, and no accountability to communities; and,

WHEREAS, H.R. 3557 strips local governments of monetary compensation in favor of cable, wireless and telecommunications providers; and,

WHEREAS, H.R. 3557 pre-empts local governments’ management authority, zoning powers, cable franchising authority, and property rights;

WHEREAS, H.R. 3557 deems siting decisions as granted if not denied by a local government within 60 days, a time frame that is insufficient for city staff to properly study the issue and for public education and input; and,

WHEREAS, H.R. 3557 makes virtually any local government decision not to allow a provider to install a wireless facility a “prohibition” preempted by federal law, and it would require local governments to draft and publicly release a written explanation for the decision to deny an application on the same day it votes on the decision, a virtually impossible task; and,

WHEREAS, H.R. 3557 substitutes the FCC for the local federal district court as the reviewing body for challenges to local government decisions regarding wireless facility applications, thus breaking the promise made by Congress in 1996 that local governments would not be required to travel to Washington to defend local decisions; and,

WHEREAS, H.R. 3557 would eliminate Wisconsin’s 10-year cable TV licensing renewal requirement and would allow video service providers to ignore provisions for “good cause,” thereby further restricting the ability of the State to enforce video service statutory obligations such as public, educational and government access channel capacity and customer service requirements; and,

WHEREAS, H.R. 3557 affirmatively grants cable operators the right to use local rights-of-way to provide non-cable services while prohibiting localities, like the City of Merrill, from imposing any fees on non-cable services for used of those rights-of-way; and,

WHEREAS, H.R. 3557 waives historic preservation (NHPA) and environmental (NEPA) rules;

NOW THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF MERRILL, WISCONSIN this 9th day of January, 2024, that the City of Merrill urges you to vote against H.R. 3557 when it comes to a floor vote, as this bill undermines local and state government authority to an unprecedented degree, and seeks to tie the hands of local governments; and,

BE IT FURTHER RESOLVED that the proper city officials and staff are hereby authorized and directed to execute any and all documents or agreements which are necessary to effectuate this Resolution.

Recommended by:

CITY OF MERRILL, WISCONSIN

Moved: _____

Steve Hass
Mayor

Passed: _____

Lori Anderson-Malm
City Clerk

December Monthly Report

Social Media Specialist Monthly Report

Tasks - I have been scheduling daily posts for Facebook and posting special announcements as they come in. I have worked with several people regarding the Tour of Lights event Dec.13, building photos and posts to spread the word. We have grown from last year's participants of 23 to 31. I'm excited to see how the tour grows each year.

We completed and approved the ads for the wedding planner and visitors guides.

I have met weekly with the Mayor to stay up to date on events and public meetings.

Events - I have attended meetings to stay up to date on a few things happening within the city.

Social Media - I have been scheduling posts for November and working on the December calendar looking ahead to future events and adding things people will want to be informed about. I will continue to post on LinkedIn with relevant information and work closely with Nathan and Draco to build our YouTube audience.

MWC - I have been giving Cameo information on events happening in town for the radio ads. Its been a great addition to our marketing getting the word about things happening in town. We will be meeting with Cameo again in Jan. before the meeting to go over numbers and see where we can improve. I would like to see a - follow us on facebook message at the bottom of the pages so those who are looking for a move can see what we are doing locally.

Food Truck a Paloozza - I am working closely with the Mayor to make this a great event. Scott Steele created a great logo for the event. I really appreciate the help. I have been working on confirming tent rentals, the cornhole tournament which will have its own tent with Jordan Steltenpohl from Stevens Point running the tournament.

Sponsor letters were sent out Nov. 30 in hopes that they will be able to fit it into their 2024 budget. I hand delivered invites to the Craft and Vendor show that will be in conjunction with the food trucks. I will be handing out more at future vendor shows to gain the most traction in person and also will be posting on Facebook in the near future to peak more interest. Dustin Brown created a facebook page for the Event and I will be adding things to the page as they come in. promoting the sponsors, trucks, vendors and cornhole. I am happy with the progress made so far and look forward to this event having a successful 1st year.

Social Media Monthly Report

January 2024

Tasks - I have scheduled posts for Facebook. Coming up with daily posts without repeating has been a challenge so I am looking for new ideas of things/events around town to post about. I have attended ribbon cuttings and meetings as I am able.

The Wedding planner Booklet is out. We have the full back cover which I think is okay but I would like to see in the next one that we are inside the booklet. I am unsure if people always look at the back of the book. Thoughts?

I will have an update on the Visitors guide by the time we have our meeting.

I have met with the Mayor weekly to discuss upcoming events, Food truck a palooza updates and the Tour of Lights.

Social Media - I have been scheduling posts for January and looking ahead to February and getting them on the calendar.

MWC - I have been working with Cameo to get the radio ads going and up to date with things going on around town. I think the ads are great and the voices keep the audience tuned in.

Tour of Lights - Tour of Lights was a success! We had 45 voters and 3 full buses with at least two more buses that could have been filled. Next year we will see what we can do about having more involved and possible including the bell tower bus and even the MEC bus. It would be nice to include as many as possible. We had 25 homes and 3 businesses participate. Next year we also plan on stating that people can win even if they won in previous years. Date is set for December 11, 2024.

Food Truck-a-Palooza - Please read my update page for the Food Truck a Palooza.

Social Media Analytics

November 1-30, 2023

Facebook Page Reach: 25,405 (up 188.3%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits:1,548 (up 18.8%)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 27

Cumulative Facebook Page Likes: 2865

Link Clicks - New Feature - 494

The number of clicks, taps or swipes on links within our content.

Content (Most Popular by Reach)

1. Street Dept hiring assistant (Reach16,009 ; Likes, Reactions, Comments and Shares:28 Link clicks - 395)
2. Webster Street Development(Reach 5,682 ; Likes, Reactions, Comments and Shares: 49; no link)
3. Bus driver hiring (Reach 3,907 ; Likes, Reactions, Comments and Shares:23)
4. Tour of lights -2 (Reach 2,792; Likes, Reactions, Comments and Shares:35 Link clicks - 14)
5. Tour of Lights -1(Reach 2,634 ; Likes, Reactions, Comments and Shares:28 Link Clicks - 7)

LinkedIn -

We Currently have 34 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts will include - Employment Positions, Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

If you have ideas on other posts for LinkedIn I'd love to hear them.

YouTube

We currently have 21 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings Channel currently has 14 Subscribers. This is where all recorded meetings will be uploaded for people to watch. Nathan, Draco, and Summit have been working on getting this up and running.

We currently do not have paid social media ads.

Social Media Analytics

December 1-31, 2023

Facebook Page Reach: 19,334 (down 24%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits:

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 32

Cumulative Facebook Page Likes: 2,897

New Clicks on page - 177

Content (Most Popular by Reach)

1. Tour of Lights Map (Reach 16,866 ; Likes, Reactions, Comments and Shares: 195)
2. Banner post (Reach 2,222 ; Likes, Reactions, Comments and Shares:23)
3. Kindhearted visits City Hall (Reach 1,967 ; Likes, Reactions, Comments and Shares:71)
4. Garbage change (Reach 1,126; Likes, Reactions, Comments and Shares:28)
5. Results for Tour of lights (Reach 975; Likes, Reactions, Comments and Shares: 16)

Overall Posting

LinkedIn -

We currently have 35 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts include - Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

If you have ideas on other posts for LinkedIn I'd love to hear them.

YouTube

We currently have 23 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 17 followers. This is where all recorded meetings are uploaded for people to watch. Nathan, and Draco have been doing a great job getting meetings uploaded.

The Mayor communications videos are uploaded every month onto the Main City of Merrill page.

We currently do not have paid social media ads.

Impressions (c)
550,278

Clicks
482

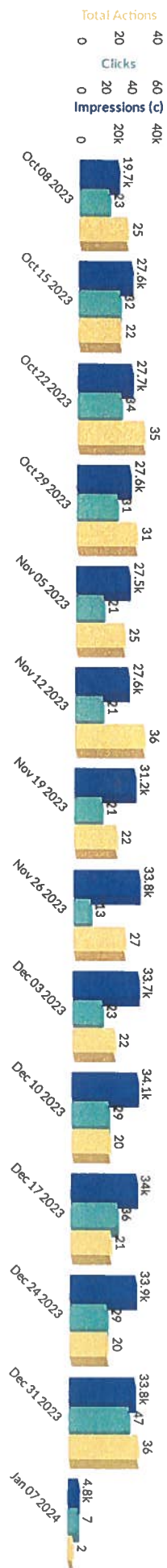
CTR
0.09%

Total Actions
468

Site - Search Actions
449

Geo Actions
19

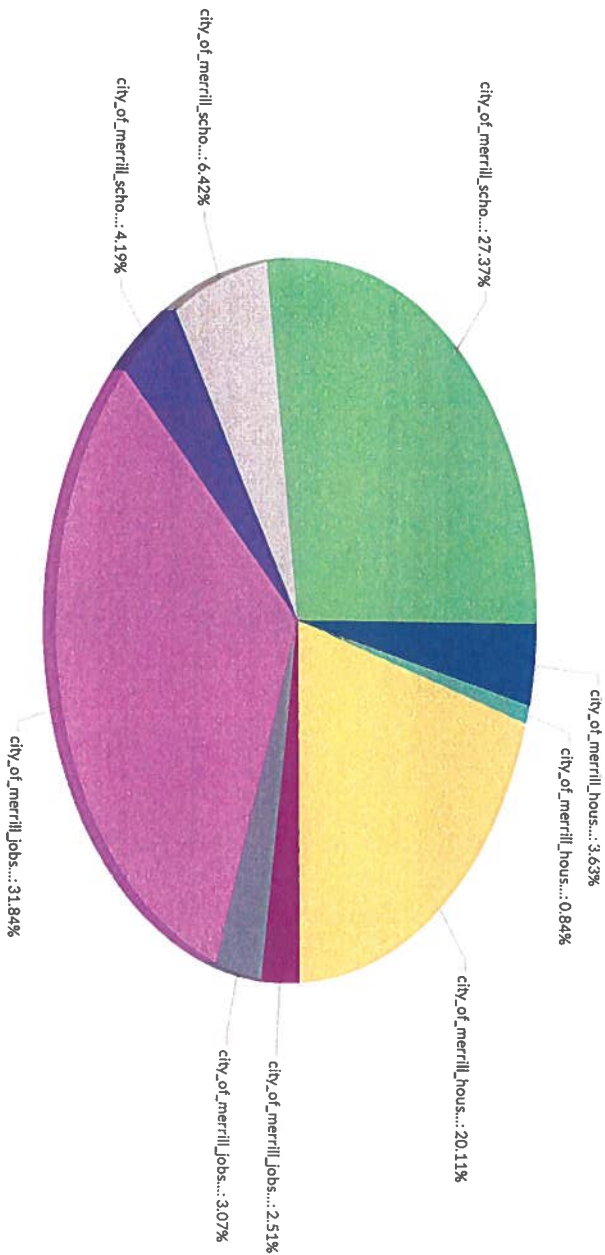
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Video KPIs

