

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, SEPTEMBER 19, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Fermanich called the meeting to order at 5:15 pm.
Present: Alderperson Fermanich, Alderperson Rutkowski, Alderperson Lass
Present Not Voting: Social Media Specialist Hallie Savall
Excused: Library Director Laurie Ollhoff, John Greenwood, Sarah Sturm
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund, Scott Steele
Others attending: Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm, LCED Sarah Guild, Merrill Community Media
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the August 15th meeting** - Alderperson Lass motioned to approve. Alderperson Rutkowski seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the August Revenue and Expense Report**
- Alderperson Rutkowski motioned to approve. Alderperson Lass seconded and the motion passed.
 2. **Discuss and consider a voice change on the City Hall phone tree** - The committee discussed the change. Following discussion, Alderperson Lass motioned to re-record the phone tree message with City Clerk Anderson-Malm being the voice. This will take place after the November General Election. Alderperson Rutkowski seconded and the motion passed. The message and routing information will be determined internally and no forwarding of the motion needs to occur.
 3. **Strategic Plan - pages 7-10 - Information and Discussion** - Chair Fermanich asked the committee to review pages 7-10 regarding Marketing for recommendations.
 4. **Update on the Tour of Lights - Planning** - SMS Savall updated the committee regarding the Tour of Lights. The tour will take place on December 11th and 12th with the possibility of three buses being used, depending on the need. The committee decided to keep the contest with residential nominees only; no businesses would be nominated for the contest. Mayor Hass said he would ride in one of the buses to help the driver with the contestant's addresses. No action was required.
 5. **Chamber of Commerce - update** - Chamber Representative Sarah Sturm was excused from the meeting due to a prior conflict.

IV. Updates from the Previous Meeting

- 1. Photo Library - update** - The committee decided to give SMS Savall, Chamber Representative Sarah Sturm, Alderperson Meyer, and IT Manager Brown access to the photo library. Scott Steele would be forwarded images if needed.
- 2. 150th Lincoln County Celebration - October 19th - Update** - SMS Savall is working with County Administrator Renea Krueger for the 150th Lincoln County Celebration on October 19th.
- 3. Standing Banners - update** - No update was provided.
- 4. City website landing page - update** - The links discussed at the previous meeting have been added to the City's website. No further action was required.
- 5. 2025 Tourism Grant and JEM Grant - update** - SMS Savall is working on the 2025 Tourism Grant and the JEM Grant.

V. Monthly Reports and Updates

- 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall** - The report was included in the packet. SMS Savall mentioned she can view the analytics which provides usage details.
- 2. Monthly Report - Midwest Communications** - The committee discussed the report and questioned the benefit of radio advertising.
- 3. Consider placing monthly reports on file** - Alderperson Rutkowski motioned to place minutes on file. Alderperson Lass seconded and the motion passed.

VI. Public Comment There was no public comment.

VII. Date and Time of Next Meeting - Thursday, October 17th at 5:15 pm

VIII. Adjournment Alderperson Rutkowski motioned to adjourn. Alderperson Lass seconded and the motion passed. The meeting was adjourned at 5:39 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm
Minutes are in draft form until approved at the next scheduled meeting.