

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, OCTOBER 17, 2024 MINUTES
REVISED 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: Library Director Laurie Ollhoff, John Greenwood, Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm, Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm, Cameo Almli, IT Manager Brown, LCECD Sarah Guild (remote), and Merrill Community Media.
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the September 19th meeting.** - Alderperson Lass motioned to approve the minutes. Alderperson Rutkowski seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the September Revenue & Expense Report** - This will be in the November packet.
 2. **Strategic Plan Revisions or suggestions to consider or refer** - Chair Fermanich reminded the committee to give suggestions by November 30th to City Administrator Akey or Mayor Hass.
 3. **Discuss and consider the marketing budget from the 10/14 COW** - The committee discussed possible revisions to the Midwest Communications contract. No action was taken
 4. **Consider any Holiday promotional marketing** - The committee discussed.
 5. **Recreational Economy for Rural Communities Grant Opportunity information** - LCECD Guild was remote and updated the committee regarding the grant.
 6. **Business Hiring Data Survey - informational** - Scott Steele updated the committee.
 7. **Chamber of Commerce Update** - Sarah Sturm updated the committee.
 - a. **NFL Draft - first meeting recap** - Sarah Sturm and Hallie are on a committee regarding shuttles and lodging for the draft.
 8. **Discuss and consider an Ordinance Amending Chapter 2, regarding standing committees.** - Following discussion, the ordinance was revised to: three alderpersons appointed by the Mayor, who shall be the voting members;

one Chamber of Commerce member; one citizen with a strong background in communications; and the Social Media Specialist. The Chamber of Commerce designee, the citizen member, and the Social Media Specialist shall act as non-voting advisors to the committee as needed.

Aldersperson Lass motioned to forward the revision of the ordinance to the November Common Council with the recommendation of the Marketing and Communications Committee. Aldersperson Rutkowski seconded and the motion passed.

IV. Updates from Previous Meetings

- 1. Standing Banner update** - No update.
- 2. 2025 Tourism Grant and JEM Grant - update** - Hallie updated the committee.
- 3. Lincoln County 150th Anniversary Celebration** - The celebration is Saturday, October 19th starting in Tomahawk at 8:00 am with a pancake breakfast. The celebration will move to Merrill at noon until 3:00 pm. The TB Scott Library is having a genealogy session from 10:30 am until 2:00 pm.
- 4. Tour of Lights - update** - An update was provided. Mayor Hass, Aldersperson Rutkowski, and Aldersperson Lass will serve as tour guides on the three buses.

V. Monthly Reports and Updates

- 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall** - This was included in the packet.
- 2. Monthly Report - Midwest Communications** - The report was included in the packet.
- 3. Consider placing monthly reports on file** - Aldersperson Rutkowski motioned to place the reports on file. Aldersperson Lass seconded and the motion passed.

VI. Public Comment There was no public comment.

VII. Date and Time of Next Meeting - Thursday, November 21st at 5:15 pm

VIII. Adjournment Aldersperson Rutkowski motioned to adjourn. Aldersperson Lass seconded and the motion passed. The meeting was adjourned at 6:06 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

Minutes are in draft form until approved at the next scheduled meeting.