

**CITY OF MERRILL  
MARKETING & COMMUNICATIONS COMMITTEE  
THURSDAY, APRIL 17, 2025 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: D4 Alderperson Fermanich, D8 Alderperson Rutkowski  
Present Not Voting: Social Media Specialist Savall, Scott Steele, Sarah Sturm,  
City Administrator Akey, City Clerk Anderson-Malm, Cameo Almli, Sarah Guild,  
Merrill Community Media  
Excused: D5 Alderperson Landis Holdorf
- II. **Consider approving minutes from the previous meeting**
  1. **March 20th meeting minutes** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second place the minutes on file. The motion passed.
- III. **General Agenda Items for Consideration**
  1. **Discuss and consider the March 2025 revenue/expense reports** - The reports were in the packet and questions were answered.
  2. **Marketing Strategy Revisions - update** - Scott Steele updated the committee and mentioned the methods used for marketing will be evaluated.
  3. **Business Hiring Survey - update** - Scott Steele and Hallie Savall updated the committee. An email was sent to all businesses regarding hiring. Forty-six businesses responded with 9 willing to promotional videos. A second email was sent on April 17th as a reminder.
  4. **Merrill Chamber of Commerce - update** - Sarah Sturm updated the committee regarding Chamber activities. She reminded the committee of the June 2nd Chamber Golf Outing.
  5. **Lincoln County Economic Development Corporation (LCEDC) - update** - Sarah Guild updated the committee regarding the Economic Summit that was held in Tomahawk. She stated positive feedback has been received. She thanked the City and Chamber for their participation. In a follow-up survey, marketing, entrepreneurship and small business support were suggestions for next year's summit.
- IV. **Monthly Reports and Updates**
  1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - All reports were included in the packet. SMS Savall updated the committee on the Food Truck-a-palooza. There are 27 confirmed trucks with 8 on the wait-list. Approximately 35-40 craft vendors will be at the event. She is looking for volunteers. Scott Steele commented on the drop in website traffic. Hallie indicated she would be meeting with IT Manager Brown to go through the analytics.

- 2. Monthly Report - Midwest Communications** - Cameo - Midwest Communications updated the committee and reviewed digital targeting. She answered questions from the committee.
  - 3. Consider placing monthly reports on file** - (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second to place the reports on file. The motion passed.
- V. Public Comment** Scott Steele - Merrill - Provided a Riverbend Trail update and connecting trails. He stated Highway 107 reconstruction was shot-down by the State.
- VI. Date and Time of Next Meeting - Thursday, May 15th at 5:15 pm**
- VII. Adjournment** (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to adjourn. The motion passed. The meeting adjourned at 5:47 pm.

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