

**CITY OF MERRILL  
MARKETING & COMMUNICATIONS COMMITTEE  
THURSDAY, MAY 15, 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/Fairgrounds Coordinator Hallie Savall, Scott Steele, Sarah Sturm, Mayor Hass, City Clerk Anderson-Malm, Cameo Almi - Midwest Communications, Cloe Savall, LCEDC Sarah Guild (remote), Merrill Community Media  
Excused: D5 Alderperson Landis Holdorf
- II. **Consider approving minutes from the previous meeting**
  1. **April 17th meeting minutes.** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second place minutes on file. The motion passed.
- III. **General Agenda Items for Consideration**
  1. **Discuss and consider the April Revenue/Expense Reports** - There were no questions.
  2. **Annual Business Survey Results - Discussion** - Scott Steele led the discussion regarding the survey results. Additional information was provided at the meeting. The survey was sent to 385 businesses and 18% responded. 32 of 68 businesses advertised open positions. 62% of businesses responding stated they received applications outside of Lincoln County. Twelve of the businesses agreed to do a video about working and living in Merrill. Additional footage will be taken during the video to use as B-roll. The intention is to conduct this survey annually.
  3. **Discuss and Consider Marketing Strategy Revisions** - Chair Fermanich discussed the next steps in marketing and the strategy going forward. Scott Steele mentioned the campaign has been running for a while and thinks some fresh ideas should be used to freshen up the marketing strategy. Discussion regarding pausing the current marketing program was introduced. Sarah Sturm stated information from local realtors could benefit marketing. Following discussion (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second to pause the current marketing and advertising spending and re-evaluate for long-term marketing effective June 1, 2025. The motion passed.
  4. **Chamber of Commerce - update** - Sarah Sturm provided an update. She stated a youth apprentice has been hired at the Chamber. They launched a Tik Tok and Instagram page. The Chamber Golf Outing is scheduled for June 2nd.
  5. **Lincoln County Economic Development - update** - Sarah Guild was remote and provided an update. Information sessions will take place in

Tomahawk and Merrill to answer questions business owners or individuals may have regarding the Lincoln County Economic Development Corporation. The Merrill session will take place at Park City Credit Union on June 9th from 8:00 am - 9:00 am.

#### **IV. Monthly Reports and Updates**

- 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall** - The report was included in the packet. Hallie highlighted some items and reminded committee members of the Food Truck-a-palooze which will take place on Saturday, May 17th at the Merrill Fairgrounds.
- 2. Monthly Report - Midwest Communications** - The report was provided in the packet. Cameo highlighted some items and stated all ads would stop on June 1st per the previous motion.
- 3. Consider placing monthly reports on file** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second place monthly reports on file. The motion passed.

**V. Public Comment** There was no public comment.

**VI. Date and Time of Next Meeting - Thursday, June 19th at 5:15 pm**

**VII. Adjournment** (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second adjourn. The motion passed. The meeting was adjourned at 5:41 pm.

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