

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, JULY 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, D5 Alderperson Holdorf
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Scott Steele, Sarah Sturm, Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm, Sara Guild
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the June 19th meeting** - The minutes from the June 19th meeting will be revised to reflect in item 6, "agreed to give a proposal". (D8 Alderperson Rutkowski/D5 Alderperson Holdorf) motion/second place minutes on file. The motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the June Revenue and Expense Report.** - No action was taken.
 2. **Discuss and approve the revised Merrill Marketing Campaign overview.**
- Scott Steele addressed the committee regarding the revised marketing campaign. He stated more focus on lifestyle and an emotional appeal for marketing would be the focus.
 3. **Discuss and consider the Merrill Business Video Scripting and overview.**
- Twelve businesses are willing to give video interviews and discuss living and working in Merrill. Information was included in the packet.
 4. **Discuss and consider alternative video production options.** - Scott Steele and Hallie Savall are talking with people to conduct the videos. The budget is approx \$5,200.
 5. **Discuss and consider the Destination Guide ad concept.** - Information was included in the packet. The Chamber is working with Scott for the possibility of a photography contest with prizes.
 6. **Discuss and consider street banner program options.** - This is a 3-year ongoing contract with a minimum of 25 businesses required. Businesses purchase the banners. Suggestions were having a generic banner or having space for the business logo. No action was taken. This will be brought back on the August agenda for further discussion.
 7. **Discuss and consider Community Night Out participation.** - Community Night Out is August 19th at the Fairgrounds. The City will share a space with the Chamber at the event.

8. **Chamber of Commerce update** - The Chamber participated in a round table with other area Chambers of Commerce. They will be attending the State Fair with a booth and will be at the Community Night Out on August 19th.
9. **Lincoln County Economic Development update** - Sarah Guild addressed the committee and provided a brief update.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- The reports were included in the packet.
2. **Consider placing monthly reports on file** - (D8 Alderperson Rutkowski/D5 Alderperson Holdorf) 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, August 21st at 5:15 pm

VII. Adjournment (D5 Alderperson Holdorf/D8 Alderperson Rutkowski) motion/second adjourn. The motion passed. The meeting adjourned at 5:55 pm.

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