

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, JUNE 19, 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, City Administrator Akey, City Clerk Anderson-Malm, Sarah Guild (remote), Merrill Community Media
Absent: D5 Alderperson Landis Holdorf
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the May 15th meeting.** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second approve. The motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the May Revenue/Expense Report** - D4 Alderperson Fermanich spoke with Finance Director Ley regarding some of the numbers and some were revised. There were no other questions.
 2. **Food Truck-a-palooza Review** - SMS/FG Savall updated the committee. Approx 3,000 attended with 71 craft spots and 30 food trucks. The final numbers will be available at the next meeting. Positive feedback was received for the event.
 3. **Annual Business Survey Videos - next steps** - Scott Steele led the conversation and mentioned 12 businesses responded with stories and wanting to be included in the videos.
 4. **Discuss and consider the revised Marketing Strategy** - Scott Steele - information was included in the packet and is a "wish list draft". He would like see Merrill do 3 things well and build on other items rather than doing 5 things average. The ability to accomplish the items comes down to human resources and budget. It was suggested to sit down with local businesses to see what exact jobs are hard to fill and what businesses need to do to fill them.
 5. **Discuss and consider the Go-Pro Action Bundle** - Information was included in the packet. SMS/FG Savall will work with IT Manager Brown to figure out the best option for Marketing videos. Following discussion, (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second to allow SMS/FG Savall and IT Manager Brown, not to exceed \$700 for a Go Pro action bundle. The motion passed.
 6. **Discuss and consider Business Survey Video production collaboration with Mazie Schlueter of Church Mutual** - A meeting was held with Mazie Schlueter who agreed to *work give a proposal* as a freelance videographer.

She will put together a proposal to handle the business videos. The goal is to have the videos completed in 2025 and ready to view in 2026.

7. **Chamber of Commerce Update** - Sarah Sturm provided a Chamber of Commerce update. She provided an update on the golf outing and provided information regarding the State Fair.
8. **Lincoln County Economic update** - Sarah Guild (remote) gave a brief update. She attended an Entrepreneurial Conference in Wisconsin Rapids and provided an update.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- All reports were included in the packet. SMS/FC Savall highlighted some items and answered questions.
2. **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, July 17th at 5:15 pm

VII. Adjournment (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second adjourn. The motion passed. The meeting adjourned at 5:45 pm.

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