



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, AUGUST 21, 2025

Regular Meeting **5:15 PM**
City Hall Council Chambers

To attend remotely call 650-597-3886 PIN 433 411 343 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. July 17th meeting minutes

III. General Agenda Items for Consideration

1. Discuss and consider the July Revenue and Expense Reports
2. Discuss and consider approval of overall revised Marketing Campaign direction as presented in July - emotional appeal directed at lifestyle, jobs, living and working in Merrill.
3. Discuss and consider approval of the Destination Guide ad concept
4. Discuss and consider approval of the Destination Guide ad cost and page size
5. Discuss and consider Business Video examples
6. Discuss and consider approval of video production from Christiana Munny
7. Discuss and consider street banner carryover from the July meeting
8. Discuss and consider budget suggestions/requests for 2026
9. Chamber of Commerce update
10. Lincoln County Economic Development update

IV. Monthly Reports and Updates

1. Monthly Report & Statistical Analytics - Social Media Specialist Savall
2. Consider placing monthly reports on file

V. Public Comment

VI. Date and Time of Next Meeting - Thursday, September 18th at 5:15 pm

VII. Adjournment

The Merrill City Hall is accessible to the physically disadvantaged. If special accommodations are needed, please contact the Merrill City Hall at (715) 536-5594.

**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.

CITY OF MERRILL
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: JULY 31ST, 2025

26 -Reserved - Non-Lapsing
 M&C - Cable/Video

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES =====					
<u>Intergovernmental</u>					
45305-43439 State VSP Aid	24,324.00	24,324.37	24,324.37	100.00	(0.37)
45305-43510 CARES COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	24,324.00	24,324.37	24,324.37	100.00	(0.37)
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	95,500.00	0.00	43,955.09	46.03	51,544.91
TOTAL Licenses and Permits	95,500.00	0.00	43,955.09	46.03	51,544.91
TOTAL REVENUES	119,824.00	24,324.37	68,279.46	56.98	51,544.54
EXPENDITURES =====					
<u>Personnel Services</u>					
55305-01-21000 Wages-Perm-Regular	31,985.00	0.00	13,342.35	41.71	18,642.65
55305-01-51000 Social Security-Medicare	465.00	0.00	936.85	201.47	(471.85)
55305-01-55000 Life Insurance	50.00	0.00	16.54	33.08	33.46
TOTAL Personnel Services	32,500.00	0.00	14,295.74	43.99	18,204.26
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	35,650.00	21,802.44	37,860.46	106.20	(2,210.46)
55305-03-40022 Closed Captioning Legal	0.00	0.00	0.00	0.00	0.00
55305-03-45000 Audio-Chambers & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-46389 Wi-Fi Public Replacements	0.00	0.00	0.00	0.00	0.00
55305-03-46390 Software-Web Filtering	2,250.00	0.00	0.00	0.00	2,250.00
55305-03-46400 Social Media Archiving	3,979.00	0.00	3,978.60	99.99	0.40
55305-03-46500 Festival Grounds & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-47250 City Website Hosting	4,650.00	0.00	4,650.00	100.00	0.00
55305-03-47500 Accela Live Streaming	10,250.00	2,355.98	4,495.39	43.86	5,754.61
55305-03-47523 CivicPlus - Meetings	4,600.00	0.00	9,415.35	204.68	(4,815.35)
55305-03-47533 M&C Committee - Resources	4,600.00	0.00	21.01	0.46	4,578.99
55305-03-47534 MWC Monthly Ads	0.00	0.00	0.00	0.00	0.00
55305-03-47536 Visitor Guide Ads	3,000.00	0.00	0.00	0.00	3,000.00
55305-03-47555 Marketing Contractor	32,208.00	0.00	13,420.00	41.67	18,788.00
55305-03-47557 Social Media Contractor	0.00	0.00	40.00	0.00	(40.00)
55305-03-47566 M&C - Cell Phone	0.00	0.00	0.00	0.00	0.00
55305-03-47575 LCEDC Marketing	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	101,187.00	24,158.42	73,880.81	73.01	27,306.19
TOTAL EXPENDITURES	133,687.00	24,158.42	88,176.55	65.96	45,510.45
REVENUES OVER/(UNDER) EXPENDITURES	(13,863.00)	165.95	(19,897.09)	0.00	6,034.09

26 -Reserved - Non-Lapsing
 MFG - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u> =====					
<u>Intergovernmental</u>					
45324-43515 Federal ARPA	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	0.00	7,000.00	0.00	(7,000.00)
45324-48525 Food Truck-Spot Rentals	0.00	0.00	650.00	0.00	(650.00)
45324-48550 MFG Events - Grants	0.00	0.00	0.00	0.00	0.00
45324-48725 Craft Show Revenues	0.00	0.00	1,525.00	0.00	(1,525.00)
45324-48750 Event Revenues	0.00	0.00	1,277.00	0.00	(1,277.00)
TOTAL Miscellaneous Revenues	0.00	0.00	10,452.00	0.00	(10,452.00)
TOTAL REVENUES	0.00	0.00	10,452.00	0.00	(10,452.00)
<u>EXPENDITURES</u> =====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	0.00	9,479.25	0.00	(9,479.25)
55324-03-40024 MFG-Craft Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	9,479.25	0.00	(9,479.25)
TOTAL EXPENDITURES	0.00	0.00	9,479.25	0.00	(9,479.25)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	972.75	0.00	(972.75)

Come live, work and play in Merrill, Wisconsin.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.



Breathe deeply. Grow fully.



2026 Visitor Guide Advertising Benefits

Reserve Your Ad in the 2026 Destination Guide

We're excited to announce the upcoming 2026 *Merrill Destination Guide*—a fresh new guide that showcases Merrill's beauty, energy, and year-round experiences.

This year's guide will be more vibrant, user-friendly, and people-focused than ever before, featuring:

- Four-season outdoor recreation for families and adventure-seekers alike.
- Beautiful photography that captures our four-season recreation and event offerings.
- Real people, real experiences—capturing the joy of exploring Merrill.
- An easy-to-navigate layout with event highlights, recreational activities, local businesses and downloadable maps.
- Designed to inspire day-trippers, relocators, and families planning their next adventure.

Why advertise?

Your business will be front and center as thousands of visitors, families, and locals flip through the guide to plan their stay, their move, or their next big memory. Whether you run a restaurant, shop, service, or attraction, this is your chance to reach engaged readers who are actively exploring what Merrill has to offer.

Be part of something that celebrates our community—and drives local spending.

Reserve early to secure premium placement!

Advertising Rates

- Full Page \$950
- 1/2 Page \$600
- 1/4 Page \$450
- 1/8 Page \$375
- 1/16 Page \$250

Premium Spots

- Inside Front \$1100
- Inside Back \$1700
- Back Cover \$ 1500
- Center Spread \$2700

1/4 Page 3.5" x 4.5"	1/16 Page 3.5" x 1"
	1/8 Page 3.5" x 2.25"
1/2 Page Horizontal 7.375" x 4.5"	
1/2 Page Vertical 3.5" x 9.75"	
Full Page Bleed 8.75" x 11.25"	

Ad Formats: JPEG, PDF, and CANVA

Any questions? Please contact

Sarah Sturm

715.536.9474

[ssturm@merrilchamber.org](mailto:ss Sturm@merrilchamber.org)

Additional Benefit Details:

- Distribution of 25,000-plus guides
- Local distribution at businesses, sporting events, Lincoln County Fair, and other community events
- Coverage area in Wisconsin:
 - Welcome Centers / various information racks
 - Hotels
 - Chamber Offices and Visitor Centers
 - Travel shows such as La Crosse, Madison, and Green Bay
 - Wisconsin State Fair
- Distribution to surrounding States
- Guide on the chamber website with **clickable ads** that go straight to your website





2026 Merrill Area Destination Guide

Advertising Contract

This contract pertains to advertising placement in the 2026 Merrill Visitor Guide. Ad space cancellations are not accepted after September 24, 2025. All reservations will be invoiced upon receipt of the signed contract. The advertiser must make full payment based on the published ad rate within 30 days of the invoice date. The Merrill Chamber of Commerce retains the right to modify or reject any ad copy that does not meet the publication standards. Advertisers and their agencies are fully liable for the content of printed advertisements and assume responsibility for any claims made against the Merrill Chamber of Commerce, agreeing to hold them harmless. I acknowledge and accept these terms and conditions by signing this form.

Business Name: _____

Phone: _____

Contact name: _____

Billing Address: _____

Website: _____

Email: _____

Print Name: _____ **Date:** _____

Signature: _____

PLEASE MAKE CHECKS PAYABLE TO

Merrill Chamber of Commerce
705 N. Center Ave.
Merrill, WI 54452

Ad Size: _____

Amount Due: _____

Billed Date: _____ **Paid Date:** _____

Deadline: September 24, 2025

Any questions? Please contact

Sarah Sturm
715.536.9474
ssturm@merrillchamber.org

From: [Savall, Hallie](#)
To: [Anderson-Malm, Lori](#); [Fermanich, LaDonna](#)
Subject: Christina Munny's Video Links
Date: Wednesday, August 13, 2025 10:31:04 AM
Attachments: [image002.png](#)

Lori,

Here are the links to some of Christina's Videography work. Please include in agenda and ask the committee to look over prior to the meeting. Thanks!

Video 1: <https://www.facebook.com/share/r/173uAYaYaC/>

Video 2: <https://www.facebook.com/share/v/1EV44y2bWZ/>

If you want to get a sense of my past work, there's a short playlist of it here:

<https://www.youtube.com/playlist?list=PLwzfq8gBr9Tdt4ofznDwLmHYTKSdPO0kt>



Hallie Savall

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August 2025
Social Media Report

Tasks -

I have met with the Mayor to discuss events and happenings within Merrill
I have met with LaDonna to go over goals and the agenda for the coming month.

Social Media -

I have been getting August's events in the Calendar and working on September happenings as well.

Marketing Opportunities

Movie Land Events -

Movie Under the Stars - 3 events were held this summer. One of which was at the Airport. The other 2 were at Normal Park.

Upcoming events for promotion -

Gazebo Nights

Labor Day Car show at the Fairgrounds

Tour of Lights

Food Truck-a-Palooza 2026

Looking forward to next year and the 250th birthday for America.

July 2025 Social Media Analytics

Facebook Page Reach: 75,471 (Up 47.4%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 28,424 (up 12.1%)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 49

Cumulative Facebook Page Likes: 3,915

Link Clicks on page - 60

Content (Most Popular by Reach)

1. Fireworks (Reach 20,310; Likes, Reactions, Comments and Shares 127)
2. Tom Hayden (Reach 13,999; Likes, Reactions, Comments and Shares:240)
3. Bill Johnston Sign (Reach 6,981; Likes, Reactions, Comments, shares and link clicks: 323)
4. Sealcoating (Reach 5,500; Likes, Reactions, Comments and Shares: 39)
5. (Reach 4,605; Likes, Reactions, Comments and Shares: 37)

LinkedIn -

We currently have 49 followers on LinkedIn. Posts include - Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

YouTube

We currently have 37 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 34 followers. We will be working on getting the meetings videos uploaded onto Youtube.

Website Analytics - please see Website Analytics Summary.

Website Analytics 2025									
	Acquisition	Experience Merrill		Home Page		Park & Recreation		Food Truck-a-Palooza	
	"midwest"	Views	Active Users	Views	Active Users	Views	Active Users	Views	Active Users
May 2024	68	103	92	3602	2365	753	455		
June 2024	72	76	70	3342	2324	826	494		
July 2024	101	88	82	4040	2868	989	573		
August 2024	87	429	373	4362	3263	804	461		
September 2024	136	2539	2495	2820	1783	516	339		
October 2024	294	1586	1545	2639	1457	317	198		
November 2024	288	1636	1561	1989	1144	344	211		
December 2024	270	1845	1789	2143	1207	325	208		
January 2025	306	3096	3026	2409	1235	534	307		
February 2025	307	774	717	1981	1028	586	340		
March 2025	375	618	539	2361	1271	635	355		
April 2025	371	574	540	2212	1261	664	418		
May 2025	509	891	856	2314	1326	902	513	1389	883
June 2025	0	93	76	2338	1337	1024	581	46	35
July 2025	0	75	60	2524	1460	999	563	44	39

Note - We stopped advertising with Midwest communications on 6/1/25