

**CITY OF MERRILL**  
**MARKETING & COMMUNICATIONS Town Hall**  
**THURSDAY, November 17, 2022 - MINUTES**  
**Regular Meeting   City Hall Council Chambers   6:00 p.m.**

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich,  
Communications Specialist - Chantel Kuczmarski, Enrichment Center Director Mrachek, Interim  
Library Director Ollhoff, Sarah Sturm, Renea Frederick, John Greenwood

Absent: Gene Bebel, Dan Wendorf

Also Present: Scott Steele from Church Mutual Insurance, Mayor Hass, City Clerk Anderson-Malm, City Attorney Hayden, Alderperson Lupton, Public Works Director/City Engineer Akey, Greg and Betty Hartwig, Patty Prochnow, Sara Bradford, Nathan Meyer, Don Heil, Halley Sevall, Rebecca Rutkowski, Debra Keller, Mike Ravn, Melissa Richa, Sue Kunkel, Sharon Harvey, Channel 7 News crew and Merrill Productions Camera Operator.

I. Chair Blake called the meeting to order at 6:00 PM.

**II. Opening Statement – Mayor Hass**

Mayor Hass welcomed everyone to the town hall meeting. He asked all participants keep their statements to 3 minutes and be civil and respectful of others opinions.

**III. Presentation for City of Merrill Logo and Tagline:**

Chair Blake thanked everyone who participated in the town hall. He asked the committee members to introduce themselves. He turned the presentation over to Scott Steele.

Scott Steele gave a lengthy presentation regarding the background of the logo and tagline.

**IV. Town Hall – Questions from Citizens:**

The following citizens and committee members commented and asked questions about the logo and tagline:

Greg Hartwig – he liked the old logo however his mind was changed a bit after the presentation. His concern is about the cost to change the logos on vehicles and buildings. He does want the city to continue to market Merrill.

Patty Prochnow – stated that the presentation explained the logo and reason behind the tagline.

Scott Steele – addressed the City of Parks concern explaining the need for a new tagline is to attract more people and let them know of the other aspects of Merrill. Merrill is not just a city of parks.

Chantel Kuczmarski – explained the budget for the Marketing stating the money comes from franchise fees and does not come from property taxes.

Sara Bradford – she stated a number of her co-workers did not understand the tagline and thinks it needs improvement.

Nathan Meyer – “More to Life” does not feel complete. He likes the logo but thinks the tagline needs work.

Don Heil – agrees with the logo. At first he did not get it however after seeing the presentation, it makes sense.

Halley Sevall – she likes the tagline and logo but thinks it needs to be explained a bit more.

Rebecca Rutkowski – said her mind has been changed after the presentation.

Debra Keller – moved from Minneapolis and likes the logo and tagline. She said this is a calling card for Merrill and hopes it communicates to community members.

Mike Ravn – commented on the goal to attract and retain talent. We need to be proud of what we have in Merrill.

LaDonna Fermanich – said she sat in on the 5 year plan meetings where there wasn’t a true identity for the city. She stated you can put your own definition on “More to Life”.

Melissa Richa – likes the direction where Merrill is going. There needs to be a better job in explaining the logo and message. She like the end images of the presentation to bring everything together.

#### **V. Public Comment**

Chantel Kuczmarski gave a brief explanation on how she came to Merrill and the quality of opportunities in the area.

Sarah Sturm gave her perspective on Merrill and stated why she moved to Merrill.

Renea Frederick talked about her business and is encouraged on the progress of attracting talent to Merrill.

John Greenwood – appreciated the communication that took place tonight. He invited citizens to become involved in future meetings.

#### **VI. Adjournment**

Alderperson Weix made a motion to adjourn. Alderperson Fermanich seconded and the motion carried. The meeting was adjourned at 7:08 PM.

Minutes respectfully submitted by City Clerk – Lori Anderson-Malm