

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, AUGUST 21, 2025 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** LaDonna 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,
Sarah Sturm, City Administrator Akey, City Clerk Anderson-Malm
Excused: Scott Steele
Absent: D5 Alderperson Landis Holdorf
- II. **Consider approving minutes from the previous meeting**
 1. **July 17th meeting minutes** - (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second place minutes on file. The motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the July Revenue and Expense Reports** - No action was taken.
 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.** - (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second approve. The motion passed.
 3. **Discuss and consider approval of the Destination Guide ad concept** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second approve. The motion passed.
 4. **Discuss and consider approval of the Destination Guide ad cost and page size** - (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second approve the Destination Guide ad cost and page size for \$950 for a full page ad. The motion passed.
 5. **Discuss and consider Business Video examples** - No action was taken.
 6. **Discuss and consider approval of video production from Christiana Munny** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second approved the video production by Christiana Munny for up to \$5,110. The motion passed.
 7. **Discuss and consider street banner carryover from the July meeting** - No action was taken. It was decided to take a look at other companies.
 8. **Discuss and consider budget suggestions/requests for 2026** - D4 Alderperson Fermanich would like to see a new City Hall sign with the new logo. CA Akey said he will sit down with FD Ley, Mayor Hass and the committee to discuss budget items.

9. Chamber of Commerce update - Sarah Sturm provided an update to the Committee.

10. Lincoln County Economic Development update - Sarah Guild provided and update to the committee.

IV. Monthly Reports and Updates

1. Monthly Report & Statistical Analytics - Social Media Specialist Savall -

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 No public comment.

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

VII. Adjournment (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second adjourn. The motion passed. The meeting adjourned at 5:40 pm.

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