



**CITY OF MERRILL**  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**AGENDA • THURSDAY, SEPTEMBER 18, 2025**

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<b>Regular Meeting</b>	<b>City Hall Council Chambers</b>	<b>5:15 PM</b>
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To attend remotely call 315-924-2104 PIN 778 702 259 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
  - 1. Minutes from the August 21st meeting
- III. General Agenda Items for Consideration**
  - 1. Review the August Revenue and Expense Reports
  - 2. Discuss the 2026 Marketing Campaign Targeted Focus Overview
  - 3. Discuss and Approve the 2026 Destination Guide ad
  - 4. Discussion and referral to the Committee of the Whole the 2026 Budget Recommendations
  - 5. Chamber update
  - 6. LCED 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, October 16th at 5:15 pm**
- VII. Adjournment**

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**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.*

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

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

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<b>REVENUES</b> =====					
<u>Intergovernmental</u>					
45305-43439 State VSP Aid	24,324.00	0.00	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	0.00	24,324.37	100.00	( 0.37)
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	95,500.00	20,417.74	64,372.83	67.41	31,127.17
TOTAL Licenses and Permits	95,500.00	20,417.74	64,372.83	67.41	31,127.17
<b>TOTAL REVENUES</b>	<b>119,824.00</b>	<b>20,417.74</b>	<b>88,697.20</b>	<b>74.02</b>	<b>31,126.80</b>
<b>EXPENDITURES</b> =====					
<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 &amp; Expenses</u>					
55305-03-40000 MAPS Merrill Productions	35,650.00	0.00	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	10,000.00	0.00	0.00	0.00	10,000.00
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	6,851.37	66.84	3,398.63
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	111,187.00	2,355.98	76,236.79	68.57	34,950.21
<b>TOTAL EXPENDITURES</b>	<b>143,687.00</b>	<b>2,355.98</b>	<b>90,532.53</b>	<b>63.01</b>	<b>53,154.47</b>
<b>REVENUES OVER/(UNDER) EXPENDITURES</b>	<b>( 23,863.00)</b>	<b>18,061.76</b>	<b>( 1,835.33)</b>	<b>0.00</b>	<b>( 22,027.67)</b>

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	1,500.00	8,500.00	0.00	( 8,500.00)
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	1,500.00	11,952.00	0.00	( 11,952.00)
TOTAL REVENUES	0.00	1,500.00	11,952.00	0.00	( 11,952.00)
<u>EXPENDITURES</u> =====					
<u>Supplies &amp; 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	1,500.00	2,472.75	0.00	( 2,472.75)

## Updated Merrill attraction/retention messaging September 11, 2025

### Overview Update:

The below “2026 Campaign” recommendations were reviewed and approved in a previous Marketing and Communications Committee meeting.

Recognizing the City’s limited resources—both human and financial—it is recommended that the City focus on two primary efforts in 2026 to keep Merrill visible with target audiences, continue engaging the community, and make smart brand investments.

### Communications

- Continue current efforts led by Hallie, which are producing strong community engagement.

### Marketing

- Prioritize a single platform investment: a 2026 Facebook campaign.
- Develop a 12-month campaign calendar.
- Create editable artwork aligned with the calendar.
  - Incorporate existing business videos.
  - Use snippets from *Discover Wisconsin*.
  - Leverage the City’s existing photo library (departments, parks, community).
- Budget \$2,000 per month for Facebook advertising (reduced from \$5,200, saving \$3,200 monthly).
- Campaign management handled by Hallie, with limited consulting support from Scott Steele.

### Goal

Establish a year-long, cost-effective, and targeted Facebook campaign that maintains visibility and engagement for Merrill. LinkedIn advertising will not be included in the 2026 budget.

## 2026 Campaign

### Objective:

Attract individuals and families to relocate or return to Merrill by showcasing a simple, small-town lifestyle paired with strong career and quality-of-life opportunities.

### Core Message:

We promise that in Merrill, you'll *experience more to life*. In Merrill, people find the space—physically, mentally, and emotionally—to slow down, explore, and be themselves.

### Campaign Theme:

- Title: *Breathe deeply. Grow fully.*
- Subtitle: Live, work and play in Merrill Wisconsin.
- Graphic: Logo/tagline

### Breathe Deeply. Grow Fully.

This will appeal to our target audience—people ages 25–45 considering a move to a more rural area.

### Target Audience Insight (Ages 25–45, Rural Movers)

- Emotional drivers **for** this group often include:
  - Escaping burnout or stress
  - Prioritizing well-being and family
  - Seeking authenticity, balance, and quality of life
  - Wanting room to *grow personally and professionally*

### Why “Breathe Deeply. Grow Fully.” Works::

- “Breathe Deeply” taps directly into the emotional relief of leaving urban chaos—traffic, noise, pressure.
- “Grow Fully” speaks to both life purpose and career development—without sounding transactional.
- The phrase feels restorative, holistic, and aspirational—qualities that strongly resonate with 25–45-year-olds who want a *life upgrade*, not just a relocation.

## Strategic Support

### 1. Target Intent-Driven Moments

Focus messaging around key micro-moments when people act on a need via search, social, or mobile:

- **"I-want-to-know" moments** — Researching destinations, local culture, or nearby amenities.
- **"I-want-to-do" moments** — Looking for things to do, community events, or outdoor recreation.

- **"I-want-a-change" moments** — Exploring job openings, housing, or quality-of-life comparisons.

## *2. Lead with Experiences*

Promote authentic moments that reflect what makes Merrill special. Focus on experiences highlighting the unique experiences that Merrill offers to create emotional connections and inspire people to consider Merrill.

- **"Breathe deeply. Grow fully" imagery:** A fisherman on still water, a child waving at a parade, or families gathered at the park—visuals that speak to freedom, calm, and connection.
- **Moments of activity:** Showcase scenes from parades, fairs, local sports, and seasonal festivals.
- **Video storytelling:** Use short, personal business/resident video stories to build emotional connections and relatability.

### **Why It Works**

By aligning with the real moments when people evaluate lifestyle changes—whether searching for a job, a home, or a new place to raise a family—Merrill’s message can break through. These emotionally resonant, visually rich moments build trust, spark interest, and move people from curiosity to consideration.

*Breathe deeply. Grow fully.*



## Where Every Season Feels Like Home.

Shaped by glaciers and alive with forests, lakes, and rivers, Merrill, Wisconsin is a community where natural beauty and neighborly spirit come together. Blending small-town charm with four-season recreation, unique shops, and rewarding career opportunities, Merrill offers more ways to live, work, and play.

[ci.merrill.wi.us/experiencevg](http://ci.merrill.wi.us/experiencevg)

 City of Merrill, Wisconsin





*Breathe deeply.  
Grow fully.*

## Come live, work and play in Merrill Wisconsin

Shaped by glaciers and alive with forests, lakes, and rivers, Merrill, Wisconsin is a community where natural beauty and neighborly spirit come together. Blending small-town charm with a fulfilling lifestyle, it's rooted in history and tradition yet alive with opportunity—offering rewarding careers, a strong education system, and more ways to truly Experience More to Life.



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City of Merrill, Wisconsin



*Breathe deeply.  
Grow fully.*

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Hi, LaDonna.

1. Roughly 75% of the social media/MFG manager position is funded from the marketing fund. In 2026, I'm budgeting \$43,800 for the position (wages, taxes and benefits). 75% marketing share is \$31,800 and 25% MFG share is \$12,000 (this has not been reviewed or adopted by council).
2. Franchise fees are due quarterly (usually paid to the city 2 weeks after the end of the quarter) and typically \$20,000-\$23,000 per quarter. The state's Video Service Provider Aid is paid on the fourth Monday of July (\$24,325 annually). The franchise fee and VSP are mandated by state statute and city ordinance. We will continue to receive the funds until the statutes are changed. The franchise fee *amount* may decrease over time (the fee is based on 5% of gross receipts so as people leave cable service for streaming services the amount could decrease) but the fee is state law. The franchise fee is related cable television providers use of public right of way (underground utilities) to deliver cable services; it is not related to PEG channels. The VSP state aid estimates are released Oct 1 by the state.
3. I went through the marketing budget and made some significant account changes – I combined accounts, inactivated accounts not being used anymore and grouped some expenses into categories. Below is a summary of the current accounts, the highlighted rows are accounts that I eliminated.

<b>Account:</b>	<b>Account Name:</b>	<b>Notes:</b>
Personnel Services		
26-55305-01-21000	Wages-Perm-Regular	Marketing Manager
26-55305-01-51000	Social Security-Medicare	Marketing Manager
26-55305-01-52000	WRS - Retirement	Marketing Manager
26-55305-01-55000	Life Insurance	Marketing Manager
Supplies & Expenses		
26-55305-03-10000	Office Supplies	NEW: Postage, copies, etc.
26-55305-03-40000	MAPS Merrill Productions Reimb	Inactive. Contract Ended 2025
26-55305-03-40022	Closed Captioning Legal	Inactive. Not used since 2018
26-55305-03-45000	Public Meeting Technology	Meeting software + hardware
26-55305-03-46333	Downtown WiFi/Internet	Inactive
26-55305-03-46345	Aquatic-Wifi/Internet	Inactive
26-55305-03-46389	Wi-Fi Public Replacements	Inactive. Not used since 2017
26-55305-03-46390	Software-Web Filtering	Inactive Moved to Fund 10.
26-55305-03-46400	Social Media Archiving	Inactive. Combined with 55305-03-46400
26-55305-03-46500	Festival Grounds and Expo	Inactive
26-55305-03-47250	Web Service (Host/Archive)	Website Hosting, Social Media archive
26-55305-03-47500	Live Streaming	Inactive. Combined with 55305-03-4500
26-55305-03-47523	CivicPlus - Meetings	Inactive. Combined with 55305-03-4500
26-55305-03-47533	M&C Committee - Resources	Inactive. Combined with 55305-03-10000
26-55305-03-47534	Marketing Ads	Facebook \$2k/mo + Visitor Guide

26-55305-03-47535	Other Marketing Expenses	NEW: Signs, other projects, etc.
26-55305-03-47536	Visitor Guide Ads	Inactive. Combined with 55305-03-47534
26-55305-03-47555	Marketing Contractor	Inactive. Contract Ended 2025
26-55305-03-47557	Social Media Contractor	Inactive
26-55305-03-47566	M&C - Cell Phone	Inactive
26-55305-03-47575	LCEDC Marketing	Inactive

I've attached a draft marketing budget based on your notes above and the new account structure. Please let me know if you have any questions or edits.

**Emily Ley**

Finance Director  
City of Merrill  
(715) 536-5594  
[Emily.ley@ci.merrill.wi.us](mailto:Emily.ley@ci.merrill.wi.us)

**City of Merrill 2026 Proposed Budget  
Fund 26 Marketing & Communications**

	2020 Actual	2021 Actual	2022 Actual	2023 Actual	2024 Actual	2025 Adopted	06/30/2025 Actual	2025 Projection	2026 Proposed	% Change Notes:
<b>Beginning Balance</b>										
31-5714 N/L Cable Franchise	197,647	230,633	285,903	277,936	203,608	152,043	152,043	152,043	182,751	
<b>REVENUES</b>										
45305-43439 State VSP Aid	12,008	24,324	24,324	24,324	24,324	24,324	24,324	24,324	24,324	0.0% DOR Estimates released 10/1.
45305-43510 CARES COVID-19 Reimb	18,326	-	-	-	-	-	-	-	-	NA
45305-44900 Cable Franchise (Less Adm)	107,595	95,107	93,409	93,920	85,240	95,500	43,955	87,910.18	90,000	-5.8% 5% allocated to General Fund
<b>TOTAL</b>	<b>137,929</b>	<b>119,432</b>	<b>117,733</b>	<b>118,244</b>	<b>109,564</b>	<b>119,824</b>	<b>68,279</b>	<b>112,235</b>	<b>114,324</b>	-4.6%
<b>EXPENSES</b>										
<b>Personnel Services</b>										
26-55305-01-21000 Wages-Perm-Regular	-	-	-	-	-	31,985	13,342	31,985	27,799	NA 73%
26-55305-01-51000 Social Security-Medicare	-	-	-	-	-	465	937	465	2,127	NA 73%
26-55305-01-52000 WRS - Retirement	-	-	-	-	-	2,000	-	2,000	2,002	NA 73%
26-55305-01-55000 Life Insurance	-	-	-	-	-	50	17	50	52	NA 73%
<b>Supplies &amp; Expenses</b>										
26-55305-03-10000 Office Supplies	-	-	-	-	-	-	-	-	100	NA Postage, copies, etc.
26-55305-03-45000 Public Meeting Technology	18,473	38	112	26,112	-	10,000	-	6,851	10,000	NA Meeting software + hardware
26-55305-03-47250 Web Service (Host/Archive)	-	-	-	9,300	-	4,650	4,650	4,650	8,650	86.0% Website Hosting, Social Media archive
26-55305-03-47534 Marketing Ads	-	-	-	8,859	13,045	-	-	-	28,500	NA Facebook \$2k/mo + Visitor Guide
26-55305-03-47535 Other Marketing Expenses	-	-	-	-	-	-	-	-		NA Signs, other projects, etc.
<b>TOTAL</b>	<b>104,943</b>	<b>64,162</b>	<b>125,700</b>	<b>192,572</b>	<b>161,129</b>	<b>111,187</b>	<b>49,722</b>	<b>81,526</b>	<b>50,150</b>	-54.9%
Change in Net Position	32,986	55,270	(7,967)	(74,328)	(51,565)	8,637	18,557	30,709	64,174	
<b>ENDING FUND BALANCE</b>										
31-5714 N/L Cable Franchise	230,633	285,903	277,936	203,608	152,043	160,680	170,600	182,751	246,926	
<b>TOTAL</b>	<b>230,633</b>	<b>285,903</b>	<b>277,936</b>	<b>203,608</b>	<b>152,043</b>	<b>160,680</b>	<b>170,600</b>	<b>182,751</b>	<b>246,926</b>	
<b>SUMMARY:</b>										
<b>Merrill Productions</b>	58,666	54,401	82,957	68,045	65,237	35,650			-	0%
<b>Marketing Manager</b>	-	-	-	-	-	34,500			31,980	39%
<b>Meeting Technology</b>	46,277	9,762	10,944	59,823	17,398	35,729			18,650	23%
<b>Marketing</b>	-	-	31,799.23	64,703.94	78,494.49	39,808.00			31,600.00	38%
	104,943	64,162	125,700	192,572	161,129	145,687			82,230	

**September 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.  
I have attended Ribbon Cuttings  
Preparing for the Videos with Christina Munny

**Social Media -**

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

**Marketing Opportunities**

Upcoming events for promotion-  
Homecoming

Tour of Lights

Food Truck-a-Palooza 2026

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

## **August 2025 Social Media Analytics**

### **Facebook Page Reach: 37,914 ( Down 50%)**

- *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: 33**

### **Cumulative Facebook Page Likes: 3,948**

### **Link Clicks on page - 60**

### **Content (Most Popular by Reach)**

1. Flower Garden Ladies ( Reach 6,767; Likes, Reactions, Comments and Shares 333)
2. Swim Meet ( Reach 4,052; Likes, Reactions, Comments and Shares:13 )
3. Otts Park Closure (Reach 3,279; Likes, Reactions, Comments, shares and link clicks: 24)
4. Community Night Out (Reach 2,628; Likes, Reactions, Comments and Shares: 23 )
5. Movie Land Event (Reach 1,929; Likes, Reactions, Comments and Shares: 12)

### **LinkedIn -**

We currently have 50 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
August 2025	0	66	60	2079	1211	916	458	44	33

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