

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, SEPTEMBER 18, 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, D5 Alderperson Holdorf
Present Not Voting: Scott Steele, City Administrator Akey, City Clerk Anderson-Malm, Sarah Guild
Excused: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Sarah Sturm

- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the August 21st meeting** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to place minutes on file. The motion passed.

- III. **General Agenda Items for Consideration**
 1. **Review the August Revenue and Expense Reports** - Additional information was provided at the meeting.
 2. **Discuss the 2026 Marketing Campaign Targeted Focus Overview** - Scott Steele gave an overview. His recommendation is to have a strong Facebook campaign with ads promoting Merrill and the community.
 3. **Discuss and Approve the 2026 Destination Guide ad** - The committee discussed the three ads that were included in the packet. Following discussion, (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to use the dog copy for the Destination Guide ad. The motion passed. (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to use the headline and text for the first copy (Where Every Season Feels Like Home). The motion passed.
 4. **Discussion and referral to the Committee of the Whole the 2026 Budget Recommendations** - LaDonna led the discussion. Finance Director Ley explained the funding in the information included in the packet. Additional information was provided at the meeting. Following discussion (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second to forward the revised proposed budget to the Committee of the Whole Budget meeting.
 5. **Chamber update** - Sarah Brooks has been appointed to Executive Director upon Clyde Nelson's retirement.
 6. **LCED update** - Sarah Guild provided and 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/D4 Alderperson Fermanich) motion/second to place monthly reports on file. The motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, October 16th at 5:15 pm

VII. Adjournment (D8 Alderperson Rutkowski/D5 Alderperson Holdorf) motion/second to adjourn. The motion passed. The meeting adjourned at 5:43 pm.

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