



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, OCTOBER 16, 2025

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 978-361-2432 PIN 572 028 601 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the September 18th meeting

III. General Agenda Items for Consideration

1. Review the September revenue and expense reports
2. Discuss and review the revised 2026 Budget proposal
3. Status of business marketing videos
4. Tourism grants (Merrill, Wausau)
5. Tour of lights - update
6. Food truck discussion
7. Chamber updates
8. LCED updates

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, November 20th 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, 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.

26 -Reserved - Non-Lapsing
 Non-Departmental

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u>					
=====					
<u>Taxes (or Utility Rev.)</u>					
40000-41110 Property Taxes - Non-Lapsing	0.00	0.00	0.00	0.00	0.00
TOTAL Taxes (or Utility Rev.)	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
40000-48200 City Hall - Flooring	0.00	0.00	0.00	0.00	0.00
40000-48333 Lift Rental - N/L	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	0.00	0.00	0.00
TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Election Equipment

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Taxes (or Utility Rev.)</u>					
41440-41110 Tax Levy - Election Equip	0.00	0.00	0.00	0.00	0.00
TOTAL Taxes (or Utility Rev.)	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Reassessment - Future

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
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REVENUES =====					
<u>Taxes (or Utility Rev.)</u>					
41530-41110 Reassessment-Tax Levy	0.00	0.00	0.00	0.00	0.00
TOTAL Taxes (or Utility Rev.)	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
EXPENDITURES =====					
<u>Contractual Services</u>					
51530-02-12000 Reassessment-Market 2024	0.00	0.00	0.00	0.00	0.00
TOTAL Contractual Services	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
City Hall-Stairs/HVAC

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<hr/>					
EXPENDITURES					
=====					
<u>Capital Outlay</u>					
51600-08-51250 City Hall Flooring Replac	0.00	0.00	0.00	0.00	0.00
51600-08-51666 Police Flooring Replaceme	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Police Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Taxes (or Utility Rev.)</u>					
42100-41110 Property Tax-Police N/L	0.00	0.00	0.00	0.00	0.00
TOTAL Taxes (or Utility Rev.)	0.00	0.00	0.00	0.00	0.00
<u>Intergovernmental</u>					
42100-43100 Federal - Tech Grant	0.00	0.00	0.00	0.00	0.00
42100-43210 Fed Police Vest Grants	0.00	0.00	1,078.99	0.00	(1,078.99)
42100-43211 NORDEC- Heroin/Meth Grants	0.00	108.36	2,879.60	0.00	(2,879.60)
42100-43213 NORDEG - Non-Grant	0.00	0.00	0.00	0.00	0.00
42100-43219 Federal Hwy Safety Grant	0.00	0.00	0.00	0.00	0.00
42100-43250 Education-Employees PD	0.00	0.00	0.00	0.00	0.00
42100-43722 State - Tech Grant	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	0.00	108.36	3,958.59	0.00	(3,958.59)
<u>Fines, Forfeits, & Pen.</u>					
42100-45100 Technology - Police (Bond)	0.00	0.00	0.00	0.00	0.00
TOTAL Fines, Forfeits, & Pen.	0.00	0.00	0.00	0.00	0.00
<u>Public Charges-Services</u>					
42100-46205 Cops & Kids Grant	0.00	0.00	0.00	0.00	0.00
42100-46219 DARE-Program Revenue	0.00	0.00	0.00	0.00	0.00
TOTAL Public Charges-Services	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
42100-48005 Reimbursement-Vest	0.00	0.00	0.00	0.00	0.00
42100-48110 Police Tax Levy-Dog	0.00	0.00	0.00	0.00	0.00
42100-48210 Sale - Police Squad	0.00	0.00	15,000.00	0.00	(15,000.00)
42100-48250 Sale - Police Equipment	0.00	0.00	8,152.77	0.00	(8,152.77)
42100-48301 Siezed Evidence	0.00	0.00	0.00	0.00	0.00
42100-48420 Ins - K-9 Dog	0.00	0.00	0.00	0.00	0.00
42100-48500 Police Dept. Donations	0.00	337.75	3,963.75	0.00	(3,963.75)
42100-48522 Bierman-FLOCK 2025-2035	0.00	0.00	0.00	0.00	0.00
42100-48523 Wal-Mart Grant-Community	0.00	0.00	500.00	0.00	(500.00)
42100-48550 K-9 Donations	0.00	0.00	63.00	0.00	(63.00)
42100-48555 Donation-Bierman K-9	0.00	0.00	0.00	0.00	0.00
42100-48700 Grant - WPS	0.00	0.00	0.00	0.00	0.00
42100-48750 School Safety Patrol Rev.	0.00	0.00	0.00	0.00	0.00
42100-48900 Equip Donation-Bierman	0.00	0.00	0.00	0.00	0.00
42100-48925 Greenheck Founation	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	337.75	27,679.52	0.00	(27,679.52)
TOTAL REVENUES	0.00	446.11	31,638.11	0.00	(31,638.11)

26 -Reserved - Non-Lapsing
 Police Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
EXPENDITURES					
=====					
<u>Personnel Services</u>					
52100-01-21000 Streets Wages - K-9	0.00	0.00	0.00	0.00	0.00
52100-01-51000 FICA/Medicare	0.00	0.00	0.00	0.00	0.00
52100-01-52000 Retirement - WRS	0.00	0.00	0.00	0.00	0.00
52100-01-56000 PEHP - City Portion	0.00	0.00	0.00	0.00	0.00
TOTAL Personnel Services	0.00	0.00	0.00	0.00	0.00
<u>Supplies & Expenses</u>					
52100-03-32000 Police Development Fund	0.00	0.00	0.00	0.00	0.00
52100-03-40500 DARE-Program Expense	0.00	0.00	0.00	0.00	0.00
52100-03-40505 Expenses - Cops & Kids	0.00	0.00	194.97	0.00	(194.97)
52100-03-41252 Grant WPS - Expense	0.00	0.00	0.00	0.00	0.00
52100-03-41500 Police Dept. Donation Exp	0.00	675.50	4,900.50	0.00	(4,900.50)
52100-03-41575 Dog Unit Expenses	0.00	0.00	2,969.27	0.00	(2,969.27)
52100-03-45000 School Safety Patrol Exp.	0.00	0.00	0.00	0.00	0.00
52100-03-47725 Police Vehicle/Equip Expe	0.00	0.00	28,083.52	0.00	(28,083.52)
52100-03-47729 UTV (From Bierman)	0.00	0.00	0.00	0.00	0.00
52100-03-47730 FLOCK 2025-2035 (Bierman)	0.00	0.00	0.00	0.00	0.00
52100-03-47750 NORDEC Invest. Expenses	0.00	0.00	1,113.98	0.00	(1,113.98)
52100-03-48000 Expenses-Forfeitures	0.00	0.00	0.00	0.00	0.00
52100-03-49000 Police Technology Exp.	0.00	4,990.00	24,181.63	0.00	(24,181.63)
52100-03-49500 RMS Software Maint.	0.00	0.00	0.00	0.00	0.00
52100-03-53100 IT Expense - Federal	0.00	0.00	0.00	0.00	0.00
52100-03-53722 IT Expense - State	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	5,665.50	61,443.87	0.00	(61,443.87)
<u>Capital Outlay</u>					
52100-08-24000 Bulk Ammo Expense	0.00	0.00	0.00	0.00	0.00
52100-08-25000 Equipment-Police Vests	0.00	0.00	0.00	0.00	0.00
52100-08-25333 Squad Defibrillators	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	5,665.50	61,443.87	0.00	(61,443.87)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(5,219.39)	(29,805.76)	0.00	29,805.76

26 -Reserved - Non-Lapsing
 Fire Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
42200-43220 LC Emergency Man. Grant	0.00	0.00	0.00	0.00	0.00
42200-43223 Fire Mutual Aid-Reimbursemen	0.00	0.00	0.00	0.00	0.00
42200-43420 Fire Ins Tax - City 2% Dues	29,413.00	0.00	31,410.83	106.79	(1,997.83)
42200-43525 WI DNR Grant	0.00	0.00	2,098.59	0.00	(2,098.59)
42200-43537 Lincoln County HazMat Grant	0.00	0.00	0.00	0.00	0.00
42200-43552 LC Reimb-Jail Air Packs	0.00	0.00	0.00	0.00	0.00
42200-43582 League Ins-Safety Grant	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	29,413.00	0.00	33,509.42	113.93	(4,096.42)
<u>Public Charges-Services</u>					
42200-46460 HazMat Materials-Reimb	0.00	0.00	0.00	0.00	0.00
TOTAL Public Charges-Services	0.00	0.00	0.00	0.00	0.00
<u>Intergov Charges (Misc.)</u>					
42200-47222 2% Fire Dues - Towns	15,500.00	6,746.61	11,171.40	72.07	4,328.60
TOTAL Intergov Charges (Misc.)	15,500.00	6,746.61	11,171.40	72.07	4,328.60
<u>Miscellaneous Revenues</u>					
42200-48301 Sale-Fire Vehicles/Equip.	0.00	0.00	687.01	0.00	(687.01)
42200-48350 Fire Prevention Donations	1,500.00	0.00	1,000.00	66.67	500.00
42200-48460 Insurance-Turnout Gear	0.00	0.00	0.00	0.00	0.00
42200-48500 Fire Dept. Donations	0.00	0.00	50.00	0.00	(50.00)
42200-48525 Bierman Foundation Donation	0.00	0.00	0.00	0.00	0.00
42200-48533 Donations-Fire Equip	0.00	0.00	2,500.00	0.00	(2,500.00)
42200-48555 Firefighters Memorial	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	1,500.00	0.00	4,237.01	282.47	(2,737.01)
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TOTAL REVENUES	46,413.00	6,746.61	48,917.83	105.40	(2,504.83)
EXPENDITURES					
=====					
<u>Personnel Services</u>					
52200-01-21000 Wages-Fire Inspection	35,414.00	2,641.09	25,607.45	72.31	9,806.55
52200-01-50000 Clothing Allowance	350.00	0.00	250.00	71.43	100.00
52200-01-51000 SS/Medicare	2,709.00	202.05	2,123.43	78.38	585.57
52200-01-52000 WRS Retirement	2,461.30	183.55	1,929.05	78.38	532.25
52200-01-55000 Life Ins.	497.00	0.00	338.62	68.13	158.38
52200-01-55250 Cell Phone Stipend	360.00	0.00	390.00	108.33	(30.00)
TOTAL Personnel Services	41,791.30	3,026.69	30,638.55	73.31	11,152.75

26 -Reserved - Non-Lapsing
 Fire Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>Supplies & Expenses</u>					
52200-03-30025 Fire Exterior Sealing Exp	0.00	0.00	0.00	0.00	0.00
52200-03-40000 2% Fire Dues Expenses	0.00	0.00	2,398.38	0.00	(2,398.38)
52200-03-40011 UTV & Trailer	0.00	0.00	0.00	0.00	0.00
52200-03-40500 Fire Department Donation	0.00	0.00	2,635.76	0.00	(2,635.76)
52200-03-41750 Fire Expense (Equip Sales	0.00	0.00	0.00	0.00	0.00
52200-03-55500 Fire Equip-FEMA Grant	0.00	0.00	0.00	0.00	0.00
52200-03-55555 WI DNR Grant Expense	0.00	0.00	5,583.31	0.00	(5,583.31)
52200-03-55711 Fire Haz Mat-Cleaning	0.00	0.00	(66.69)	0.00	66.69
52200-03-56000 LC EM Expenses	0.00	0.00	0.00	0.00	0.00
52200-03-57000 Fire Prevention Expense	0.00	0.00	780.27	0.00	(780.27)
TOTAL Supplies & Expenses	0.00	0.00	11,331.03	0.00	(11,331.03)
<u>Capital Outlay</u>					
52200-08-20010 Expenses-Jail Air Packs	0.00	0.00	0.00	0.00	0.00
52200-08-22020 Turnout Gear-Insurance	0.00	0.00	0.00	0.00	0.00
52200-08-22022 Safety Exp-League Ins	0.00	0.00	0.00	0.00	0.00
52200-08-22222 Fire Radio Equipment	0.00	0.00	0.00	0.00	0.00
52200-08-80000 Haz Mat Grant - IT	0.00	0.00	0.00	0.00	0.00
52200-08-82000 Fire-Memorial Expenses	0.00	0.00	88.86	0.00	(88.86)
52200-08-82211 HAVC Study-Strand	0.00	0.00	0.00	0.00	0.00
52200-08-82222 Bldg Improvements-Speaker	0.00	0.00	0.00	0.00	0.00
52200-08-85000 Bierman Donation - Expens	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	88.86	0.00	(88.86)
TOTAL EXPENDITURES	41,791.30	3,026.69	42,058.44	100.64	(267.14)
REVENUES OVER/(UNDER) EXPENDITURES	4,621.70	3,719.92	6,859.39	0.00	(2,237.69)

26 -Reserved - Non-Lapsing
 Fire WI Task Force

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
42223-43600 Fire WI TF1 Reimb.	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
EXPENDITURES					
=====					
<u>Personnel Services</u>					
52223-01-21000 Wages-Fire Task Force	0.00	0.00	0.00	0.00	0.00
52223-01-22000 Overtime	0.00	0.00	0.00	0.00	0.00
52223-01-51000 Medicare	0.00	0.00	0.00	0.00	0.00
52223-01-52000 WRS - Retirement	0.00	0.00	0.00	0.00	0.00
52223-01-54000 Health Insurance	0.00	0.00	0.00	0.00	0.00
52223-01-55000 Life Insurance	0.00	0.00	0.00	0.00	0.00
TOTAL Personnel Services	0.00	0.00	0.00	0.00	0.00
<u>Supplies & Expenses</u>					
52223-03-32000 Educ - Meals	0.00	0.00	0.00	0.00	0.00
52223-03-53000 Mileage & Gas	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Ambulance Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
42300-43523 EMS Flex FY23 Grant	0.00	0.00	0.00	0.00	0.00
42300-43529 Act 102- EMS Equipment	0.00	0.00	67,897.00	0.00	(67,897.00)
42300-43549 Act 102 EMT Training & Exams	0.00	0.00	2,398.08	0.00	(2,398.08)
TOTAL Intergovernmental	0.00	0.00	70,295.08	0.00	(70,295.08)
<u>Miscellaneous Revenues</u>					
42300-48301 Sale - EMS Equipment	0.00	0.00	27,500.00	0.00	(27,500.00)
42300-48500 EMS Donations/Grants	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	27,500.00	0.00	(27,500.00)
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TOTAL REVENUES	0.00	0.00	97,795.08	0.00	(97,795.08)
EXPENDITURES					
=====					
<u>Personnel Services</u>					
52300-01-19000 Ambulance/EMS Training	0.00	0.00	0.00	0.00	0.00
52300-01-22000 Community Care Program	0.00	0.00	2,435.69	0.00	(2,435.69)
52300-01-25000 Wages-LTE-CCP	0.00	0.00	0.00	0.00	0.00
52300-01-51000 Social Security	0.00	0.00	0.00	0.00	0.00
52300-01-52000 WRS-Retirement	0.00	0.00	0.00	0.00	0.00
52300-01-54000 Health Insurance	0.00	0.00	0.00	0.00	0.00
52300-01-55000 Life Insurance	0.00	0.00	0.00	0.00	0.00
52300-01-56000 PEHP - City Portion	0.00	0.00	0.00	0.00	0.00
TOTAL Personnel Services	0.00	0.00	2,435.69	0.00	(2,435.69)
<u>Supplies & Expenses</u>					
52300-03-40000 Act 102 Expenses	0.00	0.00	5,338.81	0.00	(5,338.81)
52300-03-40500 EMS Grant/Donation Expens	0.00	0.00	0.00	0.00	0.00
52300-03-57000 Fed ARPA-DHS Expense	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	5,338.81	0.00	(5,338.81)
<u>Capital Outlay</u>					
52300-08-58022 EMS Flex - Supplies	0.00	0.00	0.00	0.00	0.00
52300-08-58500 EMS Flex - Equipment	0.00	0.00	0.00	0.00	0.00
52300-08-58751 ERV (Ford Ranger)	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	7,774.50	0.00	(7,774.50)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	90,020.58	0.00	(90,020.58)

26 -Reserved - Non-Lapsing
 Bridges - Streets

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Taxes (or Utility Rev.)</u>					
43300-41110 Tax-Dirt-Bridges-Parking	0.00	0.00	0.00	0.00	0.00
TOTAL Taxes (or Utility Rev.)	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
EXPENDITURES					
=====					
<u>Capital Outlay</u>					
53300-08-31601 Screened Black Dirt	0.00	0.00	0.00	0.00	0.00
53300-08-76500 Bridge Inspection/Repairs	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Transit Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Specials (Utility Rev.)</u>					
43520-42211 Transit - Capital Grant	0.00	0.00	0.00	0.00	0.00
43520-42227 Transit Audits	0.00	0.00	0.00	0.00	0.00
43520-42229 Transit-Metal Sides	0.00	0.00	0.00	0.00	0.00
TOTAL Specials (Utility Rev.)	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
43520-48305 Sale - Transit Buses	0.00	0.00	0.00	0.00	0.00
43520-48310 Transit Donations	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
EXPENDITURES					
=====					
<u>Contractual Services</u>					
53520-02-13000 Fed Single Audit Complian	0.00	0.00	0.00	0.00	0.00
53520-02-25000 Transit - Architectural	0.00	0.00	0.00	0.00	0.00
53520-02-25177 Garage LEDs	0.00	0.00	0.00	0.00	0.00
TOTAL Contractual Services	0.00	0.00	0.00	0.00	0.00
<u>Capital Outlay</u>					
53520-08-50000 Transit - Cameras/MDTs	0.00	0.00	0.00	0.00	0.00
53520-08-50333 Transit Bus-CA Trip/Title	0.00	0.00	0.00	0.00	0.00
53520-08-50350 Transit Bus - Licensing	0.00	0.00	0.00	0.00	0.00
53520-08-50375 Financing - GO Notes	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 MEC - Enrichment

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Miscellaneous Revenues</u>					
44600-48510 Merrill Area United Way-Seni	0.00	192.00	2,208.00	0.00	(2,208.00)
44600-48515 Newsletter Advertising Rev.	0.00	0.00	0.00	0.00	0.00
44600-48517 Mind & Wellness Revenue	0.00	0.00	0.00	0.00	0.00
44600-48525 Strong Bodies Revenue	0.00	0.00	0.00	0.00	0.00
44600-48540 MEC - Activities Rev.	0.00	1,276.72	18,562.06	0.00	(18,562.06)
44600-48541 Quilting Project Rev.	0.00	5.00	956.56	0.00	(956.56)
44600-48550 MEC - Craft Rev.	0.00	0.00	6,368.70	0.00	(6,368.70)
44600-48560 Ageless Wisdom Rev.	0.00	0.00	0.00	0.00	0.00
44600-48575 Sharing X-Mas Revenue	0.00	0.00	75.00	0.00	(75.00)
44600-48599 Helen Badar Grant (Senior)	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	1,473.72	28,170.32	0.00	(28,170.32)
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TOTAL REVENUES	0.00	1,473.72	28,170.32	0.00	(28,170.32)
EXPENDITURES					
=====					
<u>Personnel Services</u>					
54600-01-25000 Mind Joggers-Wages-Temp	0.00	0.00	0.00	0.00	0.00
54600-01-51000 Mind Joggers FICA/Medicar	0.00	0.00	0.00	0.00	0.00
TOTAL Personnel Services	0.00	0.00	0.00	0.00	0.00
<u>Supplies & Expenses</u>					
54600-03-42250 Unemployment Comp	0.00	0.00	0.00	0.00	0.00
54600-03-42500 Mind & Wellness Expense	0.00	0.00	0.00	0.00	0.00
54600-03-45000 MEC Newsletter	0.00	0.00	0.00	0.00	0.00
54600-03-45100 Strong Bodies Programs	0.00	0.00	1,427.39	0.00	(1,427.39)
54600-03-45300 MEC - Activities Exp.	0.00	81.90	3,974.89	0.00	(3,974.89)
54600-03-45301 Quilting Proj Expenses	0.00	0.00	925.92	0.00	(925.92)
54600-03-45400 MEC - Craft Shop Exp.	0.00	0.00	4,273.91	0.00	(4,273.91)
54600-03-49999 Helen Bader Grant Expense	0.00	0.00	0.00	0.00	0.00
54600-03-50225 Ageless Wisdom Expense	0.00	0.00	0.00	0.00	0.00
54600-03-50500 Sharing X-Mas Expense	0.00	0.00	61.79	0.00	(61.79)
TOTAL Supplies & Expenses	0.00	81.90	10,663.90	0.00	(10,663.90)
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TOTAL EXPENDITURES	0.00	81.90	10,663.90	0.00	(10,663.90)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	1,391.82	17,506.42	0.00	(17,506.42)

26 -Reserved - Non-Lapsing
 MEC - Transportation

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Miscellaneous Revenues</u>					
44605-48300 Bierman - Transportation Rev	2,500.00	872.00	4,267.00	170.68	(1,767.00)
TOTAL Miscellaneous Revenues	2,500.00	872.00	4,267.00	170.68	(1,767.00)
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TOTAL REVENUES	2,500.00	872.00	4,267.00	170.68	(1,767.00)
EXPENDITURES					
=====					
<u>Personnel Services</u>					
54605-01-25500 Wages - Temp - Drivers	2,500.00	0.00	841.50	33.66	1,658.50
54605-01-51000 Social Security	191.00	0.00	64.38	33.71	126.62
54605-01-56000 Workers Comp Ins	0.00	0.00	0.00	0.00	0.00
TOTAL Personnel Services	2,691.00	0.00	905.88	33.66	1,785.12
<u>Contractual Services</u>					
54605-02-43333 Program/Service Providers	500.00	2,257.50	2,257.50	451.50	(1,757.50)
TOTAL Contractual Services	500.00	2,257.50	2,257.50	451.50	(1,757.50)
<u>Supplies & Expenses</u>					
54605-03-51000 Vehicle Repair/Maint.	550.00	0.00	194.33	35.33	355.67
54605-03-53000 Gas & Oil - Vehicle	550.00	0.00	285.44	51.90	264.56
TOTAL Supplies & Expenses	1,100.00	0.00	479.77	43.62	620.23
<hr/>					
TOTAL EXPENDITURES	4,291.00	2,257.50	3,643.15	84.90	647.85
REVENUES OVER/(UNDER) EXPENDITURES	(1,791.00)	(1,385.50)	623.85	0.00	(2,414.85)

26 -Reserved - Non-Lapsing
 MEC - Meal Program

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u>					
=====					
<u>Miscellaneous Revenues</u>					
44610-48325 Community Table Rev	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
<u>EXPENDITURES</u>					
=====					
<u>Supplies & Expenses</u>					
54610-03-30000 Meals - Supplies	0.00	0.00	273.00	0.00	(273.00)
TOTAL Supplies & Expenses	0.00	0.00	273.00	0.00	(273.00)
<u>Capital Outlay</u>					
54610-08-25000 Equipment - Meal Program	0.00	0.00	40.00	0.00	(40.00)
TOTAL Capital Outlay	0.00	0.00	40.00	0.00	(40.00)
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TOTAL EXPENDITURES	0.00	0.00	313.00	0.00	(313.00)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	(313.00)	0.00	313.00

26 -Reserved - Non-Lapsing
 MEC-Memorials/Endowment

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<hr/>					
REVENUES					
=====					
<u>Miscellaneous Revenues</u>					
44625-48400 MEC Mem/Endow Revenue	0.00	0.00	250.00	0.00	(250.00)
TOTAL Miscellaneous Revenues	0.00	0.00	250.00	0.00	(250.00)
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TOTAL REVENUES	0.00	0.00	250.00	0.00	(250.00)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
54625-03-32500 Mem/Endowment-Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	250.00	0.00	(250.00)

26 -Reserved - Non-Lapsing
 Park Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
45200-43215 State Rec Boating Grant	0.00	0.00	0.00	0.00	0.00
45200-43250 Fed - Transportation Enhance	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	0.00	0.00	0.00	0.00	0.00
<u>Public Charges-Services</u>					
45200-46600 LWMMI - Parks Grant	0.00	0.00	0.00	0.00	0.00
TOTAL Public Charges-Services	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
45200-48250 Donations-Endowment	0.00	0.00	1,180.05	0.00	(1,180.05)
45200-48255 Endowment-Merrill Foundation	0.00	0.00	0.00	0.00	0.00
45200-48500 Athletic Park Donations	0.00	0.00	0.00	0.00	0.00
45200-48550 Normal Park Donations	0.00	0.00	0.00	0.00	0.00
45200-48575 Lion's Parks Donations	0.00	0.00	0.00	0.00	0.00
45200-48590 Bolder Memorial Donations	0.00	0.00	0.00	0.00	0.00
45200-48593 Gruling Memorial Donations	0.00	0.00	0.00	0.00	0.00
45200-48595 Groth Memorial	0.00	0.00	0.00	0.00	0.00
45200-48600 Endowment-Parks	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	1,180.05	0.00	(1,180.05)
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TOTAL REVENUES	0.00	0.00	1,180.05	0.00	(1,180.05)
EXPENDITURES					
=====					
<u>Personnel Services</u>					
55200-01-21000 Wages-Perm-Streets	0.00	0.00	0.00	0.00	0.00
55200-01-22000 Overtime-Streets	0.00	0.00	0.00	0.00	0.00
55200-01-25000 Wages-LTE-Streets	0.00	0.00	0.00	0.00	0.00
55200-01-51000 SS/Medicare	0.00	0.00	0.00	0.00	0.00
55200-01-52000 WRS-Retirement	0.00	0.00	0.00	0.00	0.00
55200-01-54000 Health Ins-Streets	0.00	0.00	0.00	0.00	0.00
55200-01-55000 Life Insurance	0.00	0.00	0.00	0.00	0.00
TOTAL Personnel Services	0.00	0.00	0.00	0.00	0.00
<u>Capital Outlay</u>					
55200-08-27275 Ice Age Trail-Membership	0.00	0.00	0.00	0.00	0.00
55200-08-30023 Batteries - Zamboni	0.00	0.00	0.00	0.00	0.00
55200-08-91050 Athletic Park Improvement	0.00	0.00	0.00	0.00	0.00
55200-08-91100 Normal Park Improvements	0.00	0.00	22,946.71	0.00	(22,946.71)
55200-08-91150 Lion's Park Improvements	0.00	0.00	0.00	0.00	0.00
55200-08-91173 Gruling Memorial Expenses	0.00	0.00	0.00	0.00	0.00
55200-08-91175 Bolder Memorial Imp.	0.00	0.00	0.00	0.00	0.00
55200-08-92000 Park Endowment Expenses	0.00	0.00	1,180.05	0.00	(1,180.05)
55200-08-92005 Athletic-Garage Door	0.00	0.00	0.00	0.00	0.00

CITY OF MERRILL
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: SEPTEMBER 30TH, 2025

26 -Reserved - Non-Lapsing
 Park Department

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
55200-08-92900 Bike Network Plan	0.00	0.00	0.00	0.00	0.00
55200-08-92903 Ped-Bike Marking/Posts	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	24,126.76	0.00	(24,126.76)
TOTAL EXPENDITURES	0.00	0.00	24,126.76	0.00	(24,126.76)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	(22,946.71)	0.00	22,946.71

26 -Reserved - Non-Lapsing
 City Forest - Trees

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
45250-43500 WI DNR Stewardship-Forest	0.00	0.00	0.00	0.00	0.00
TOTAL Intergovernmental	0.00	0.00	0.00	0.00	0.00
<u>Licenses and Permits</u>					
45250-44775 Friends of RB Trail-Donation	0.00	0.00	0.00	0.00	0.00
TOTAL Licenses and Permits	0.00	0.00	0.00	0.00	0.00
<u>Public Charges-Services</u>					
45250-46721 City Forest-Timber Sale	0.00	0.00	0.00	0.00	0.00
45250-46733 Access Easement-City Forest	0.00	0.00	250.00	0.00	(250.00)
TOTAL Public Charges-Services	0.00	0.00	250.00	0.00	(250.00)
<u>Miscellaneous Revenues</u>					
45250-48223 Bierman Grant-Pickelball	0.00	0.00	0.00	0.00	0.00
45250-48225 Sale - Park Equip/Vehicles	0.00	0.00	0.00	0.00	0.00
45250-48500 Grants - Trees	0.00	0.00	500.00	0.00	(500.00)
45250-48555 Donation-Softball/Baseball	0.00	0.00	0.00	0.00	0.00
45250-48733 Donation-City Forest Imp.	0.00	0.00	250.00	0.00	(250.00)
TOTAL Miscellaneous Revenues	0.00	0.00	750.00	0.00	(750.00)
TOTAL REVENUES					
	0.00	0.00	1,000.00	0.00	(1,000.00)

EXPENDITURES
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	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>Capital Outlay</u>					
55250-08-27250 Badger State Games-Event	0.00	0.00	0.00	0.00	0.00
55250-08-27277 Event-City Forest	0.00	0.00	250.00	0.00	(250.00)
55250-08-27300 Bounce - Inflatable Unit	0.00	0.00	0.00	0.00	0.00
55250-08-27500 Outdoor Rec Plan	0.00	0.00	0.00	0.00	0.00
55250-08-27509 Tree Keeper Software	0.00	0.00	0.00	0.00	0.00
55250-08-27511 CivicRec Software	0.00	0.00	0.00	0.00	0.00
55250-08-27520 Granite/Gravel (From Stre	0.00	0.00	0.00	0.00	0.00
55250-08-27523 Athletic - New Fence	0.00	0.00	0.00	0.00	0.00
55250-08-27525 Softball Field Materials/	0.00	0.00	0.00	0.00	0.00
55250-08-27529 Softball Field - Sprinkle	0.00	0.00	0.00	0.00	0.00
55250-08-27535 WPS-New Field Concession	0.00	0.00	0.00	0.00	0.00
55250-08-27550 River Rat	0.00	0.00	0.00	0.00	0.00
55250-08-27551 Smith - Ice Painting	0.00	0.00	0.00	0.00	0.00
55250-08-27552 Smith Center - Lights	0.00	0.00	0.00	0.00	0.00
55250-08-27553 Smith Center - Furnances	0.00	0.00	0.00	0.00	0.00
55250-08-27555 Smith Center-Gutters/ETC.	0.00	0.00	0.00	0.00	0.00
55250-08-27566 Smith Center-ADA Doors	0.00	0.00	1,000.00	0.00	(1,000.00)
55250-08-27567 Signage-Charlie Phelps Ri	0.00	0.00	0.00	0.00	0.00
55250-08-27569 Office Flooring	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 City Forest - Trees

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
55250-08-27572 Rubber Flooring	0.00	0.00	0.00	0.00	0.00
55250-08-27750 AGRA Pav-Security	0.00	0.00	0.00	0.00	0.00
55250-08-27900 Parks Vehicle/Equip Repai	0.00	0.00	0.00	0.00	0.00
55250-08-27903 Pump Repair-Aurora	0.00	0.00	0.00	0.00	0.00
55250-08-27910 Parks-Rec Equipment	0.00	0.00	0.00	0.00	0.00
55250-08-27913 Tandem Axle Trailer	0.00	0.00	0.00	0.00	0.00
55250-08-27915 Tennis Courts-Lighting	0.00	0.00	0.00	0.00	0.00
55250-08-27917 Athletic Park-Lighting	0.00	0.00	0.00	0.00	0.00
55250-08-27919 Pickelball	0.00	0.00	872.36	0.00	(872.36)
55250-08-27925 Truck -Flower Watering	0.00	0.00	0.00	0.00	0.00
55250-08-27950 Snowplow - Parks (Timber)	0.00	0.00	0.00	0.00	0.00
55250-08-27952 Fuel-Portable Heater	0.00	0.00	0.00	0.00	0.00
55250-08-27975 City Forest - New Trees	0.00	0.00	0.00	0.00	0.00
55250-08-27977 Tree Planting-Grant Funds	0.00	0.00	0.00	0.00	0.00
55250-08-27979 Local Match-Stewardship	0.00	0.00	0.00	0.00	0.00
55250-08-27997 Refrigerator	0.00	0.00	0.00	0.00	0.00
55250-08-27998 Memorial Forest Improve.	0.00	0.00	3,217.05	0.00	(3,217.05)
55250-08-27999 Alder Shear - WI DNR Work	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	5,339.41	0.00	(5,339.41)
TOTAL EXPENDITURES	0.00	0.00	5,339.41	0.00	(5,339.41)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	(4,339.41)	0.00	4,339.41

26 -Reserved - Non-Lapsing
 River Bend Trail

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u>					
=====					
<u>Miscellaneous Revenues</u>					
45273-48957 RB Trail-Amenities Rev	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
<u>EXPENDITURES</u>					
=====					
<u>Capital Outlay</u>					
55273-08-53533 River Bend Trail-Benches/	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Recreation Programs

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Taxes (or Utility Rev.)</u>					
45300-41200 Donations - Inclusive Progra	0.00	0.00	315.64	0.00	(315.64)
45300-41250 Winter Decorations-Revenue	0.00	0.00	0.00	0.00	0.00
45300-41275 Summer Playground Sponsorshi	0.00	0.00	900.00	0.00	(900.00)
TOTAL Taxes (or Utility Rev.)	0.00	0.00	1,215.64	0.00	(1,215.64)
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TOTAL REVENUES	0.00	0.00	1,215.64	0.00	(1,215.64)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55300-03-55300 Inclusive Programs Exp	0.00	49.50	818.44	0.00	(818.44)
55300-03-55400 Tennis Equipment Exp.	0.00	0.00	0.00	0.00	0.00
55300-03-55450 Tennis Boosters Assoc.	0.00	0.00	0.00	0.00	0.00
55300-03-55500 Tennis Instructors	0.00	0.00	0.00	0.00	0.00
55300-03-55750 Ladies Expo-Expenses	0.00	0.00	0.00	0.00	0.00
55300-03-60022 Holiday Winderwonderland	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	49.50	818.44	0.00	(818.44)
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TOTAL EXPENDITURES	0.00	49.50	818.44	0.00	(818.44)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(49.50)	397.20	0.00	(397.20)

26 -Reserved - Non-Lapsing
 Disc Golf

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u>					
=====					
<u>Miscellaneous Revenues</u>					
45303-48500 Disc Golf Donations	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
<u>EXPENDITURES</u>					
=====					
<u>Supplies & Expenses</u>					
55303-03-40000 Disc Golf Improvements	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	0.00	0.00	0.00
<hr/>					
TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 MEC - Celebrations

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Taxes (or Utility Rev.)</u>					
45304-41110 Tax-Hist Preservation Unexpe	0.00	0.00	0.00	0.00	0.00
45304-41250 Holiday Decorations-Tax Levy	0.00	0.00	0.00	0.00	0.00
TOTAL Taxes (or Utility Rev.)	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
45304-48525 Woller Community Donations	0.00	0.00	0.00	0.00	0.00
45304-48700 PCCU-Scott Tower	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	0.00	0.00	0.00
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TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55304-03-40022 Decorations - Expenses	0.00	0.00	0.00	0.00	0.00
55304-03-52500 Historical Preservation	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	0.00	0.00	0.00
<u>Capital Outlay</u>					
55304-08-50000 Woller Memorial - ADA	0.00	0.00	0.00	0.00	0.00
55304-08-50022 Scott Tower-Maintenance	0.00	0.00	0.00	0.00	0.00
55304-08-51000 Lincoln County Fair	0.00	0.00	0.00	0.00	0.00
55304-08-51011 WI River Pro Rodeo	0.00	0.00	0.00	0.00	0.00
55304-08-51015 Merrill Youth Softball As	0.00	0.00	0.00	0.00	0.00
55304-08-51017 Community Theater-Stage	0.00	0.00	0.00	0.00	0.00
55304-08-51019 Bluejay Baseball Associat	0.00	0.00	0.00	0.00	0.00
55304-08-51021 Merrill Eagles Aerie #584	0.00	0.00	0.00	0.00	0.00
55304-08-51023 Merrill Lion's Club	0.00	0.00	0.00	0.00	0.00
55304-08-51025 Sawmill Brewing Company	0.00	0.00	0.00	0.00	0.00
55304-08-51027 Merrill Wrestling Club	0.00	0.00	0.00	0.00	0.00
55304-08-51029 Merrill Football Booster	0.00	0.00	0.00	0.00	0.00
55304-08-77595 Pit Toilet - City Forest	0.00	0.00	0.00	0.00	0.00
55304-08-77598 Pit Toilet - Prairie Rive	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
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TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

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	0.00	24,324.37	100.00	(0.37)
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	0.00	64,372.83	67.41	31,127.17
TOTAL Licenses and Permits	95,500.00	0.00	64,372.83	67.41	31,127.17
<hr/>					
TOTAL REVENUES	119,824.00	0.00	88,697.20	74.02	31,126.80
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)
55305-01-52000 WRS-Retirement	0.00	0.00	0.00	0.00	0.00
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>					
55305-03-10000 Office Supplies	0.00	0.00	0.00	0.00	0.00
55305-03-45000 Public Meeting Technology	10,000.00	0.00	6,851.37	68.51	3,148.63
55305-03-47250 Web Service (Host/Archive)	4,650.00	4,169.43	8,819.43	189.67	(4,169.43)
55305-03-47534 MWC Monthly Ads	0.00	0.00	0.00	0.00	0.00
55305-03-47535 Other Marketing Expenses	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
TOTAL Supplies & Expenses	17,650.00	4,169.43	15,670.80	88.79	1,979.20
<hr/>					
TOTAL EXPENDITURES	50,150.00	4,169.43	29,966.54	59.75	20,183.46
REVENUES OVER/(UNDER) EXPENDITURES	69,674.00	(4,169.43)	58,730.66	0.00	10,943.34

26 -Reserved - Non-Lapsing
 MFG - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	0.00	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	0.00	11,952.00	0.00	(11,952.00)
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TOTAL REVENUES	0.00	0.00	11,952.00	0.00	(11,952.00)
EXPENDITURES					
=====					
<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)
<hr/>					
TOTAL EXPENDITURES	0.00	0.00	9,479.25	0.00	(9,479.25)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	0.00	2,472.75	0.00	(2,472.75)

26 -Reserved - Non-Lapsing
 MARC

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Taxes (or Utility Rev.)</u>					
45400-41110 Tax Levy-Smith Center Roof	0.00	0.00	0.00	0.00	0.00
TOTAL Taxes (or Utility Rev.)	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
45400-48500 MARC Donations	0.00	0.00	0.00	0.00	0.00
45400-48555 Future Zambonie - Hockey	0.00	100.00	900.00	0.00	(900.00)
45400-48556 Dog Park - Donations	0.00	0.00	360.06	0.00	(360.06)
TOTAL Miscellaneous Revenues	0.00	100.00	1,260.06	0.00	(1,260.06)
<hr/>					
TOTAL REVENUES	0.00	100.00	1,260.06	0.00	(1,260.06)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55400-03-40000 Dog Park Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	0.00	0.00	0.00
<u>Capital Outlay</u>					
55400-08-27750 Zamboni - New Batteries	0.00	0.00	0.00	0.00	0.00
55400-08-91000 MARC Improvements Expense	0.00	0.00	0.00	0.00	0.00
55400-08-91500 Bike Route Expenses	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
<hr/>					
TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/(UNDER) EXPENDITURES	0.00	100.00	1,260.06	0.00	(1,260.06)

26 -Reserved - Non-Lapsing
 Aquatic Center

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Specials (Utility Rev.)</u>					
45420-42999 Focus on Energy Grant	0.00	0.00	0.00	0.00	0.00
TOTAL Specials (Utility Rev.)	0.00	0.00	0.00	0.00	0.00
<u>Miscellaneous Revenues</u>					
45420-48250 Donation - Lifeguard Certs	0.00	0.00	0.00	0.00	0.00
45420-48460 Insurance-Aquatic Center	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	0.00	0.00	0.00	0.00
<hr/>					
TOTAL REVENUES	0.00	0.00	0.00	0.00	0.00
EXPENDITURES					
=====					
<u>Contractual Services</u>					
55420-02-21000 Water & Sewer	0.00	0.00	0.00	0.00	0.00
55420-02-22000 Electric & Natural Gas	0.00	0.00	0.00	0.00	0.00
55420-02-25000 Aquatic - WTI/Engineering	0.00	0.00	0.00	0.00	0.00
55420-02-25005 New Pool - Legal/Bids	0.00	0.00	0.00	0.00	0.00
55420-02-25009 Permits - DNR	0.00	0.00	0.00	0.00	0.00
55420-02-25900 Aquatic - Construction	0.00	0.00	0.00	0.00	0.00
55420-02-25909 Aquatic - Materials	0.00	0.00	0.00	0.00	0.00
55420-02-25919 Leak Repairs	0.00	0.00	0.00	0.00	0.00
55420-02-25920 Electrical Imp & Repairs	0.00	0.00	0.00	0.00	0.00
55420-02-25922 Hot Water Heaters	0.00	0.00	0.00	0.00	0.00
55420-02-25925 Chem Pump Control System	0.00	0.00	0.00	0.00	0.00
55420-02-25926 Deduct Meter-Sewer	0.00	0.00	0.00	0.00	0.00
55420-02-25927 Pumps-Chemical-Booster	0.00	0.00	0.00	0.00	0.00
55420-02-25929 Pump Repairs	0.00	0.00	0.00	0.00	0.00
55420-02-25978 Splashtacular - Slide	0.00	0.00	0.00	0.00	0.00
55420-02-50000 Lockers - Locks-Keys	0.00	0.00	0.00	0.00	0.00
55420-02-50022 Rescue Equipment	0.00	0.00	0.00	0.00	0.00
55420-02-95000 Security-Alarm/Monitoring	0.00	0.00	0.00	0.00	0.00
TOTAL Contractual Services	0.00	0.00	0.00	0.00	0.00
<u>Supplies & Expenses</u>					
55420-03-25999 Signage	0.00	0.00	0.00	0.00	0.00
55420-03-32000 Pool Certification Classe	0.00	0.00	0.00	0.00	0.00
55420-03-50000 Repair/Maint Supplies	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Aquatic Center

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>Capital Outlay</u>					
55420-08-27001 Aquatic Furniture/ETC	0.00	0.00	0.00	0.00	0.00
55420-08-50000 Concessions Equipment	0.00	0.00	0.00	0.00	0.00
55420-08-79000 Connecting Loop/Paths	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
<u>Technology</u>					
55420-15-46345 Aquatic - Phone Equip	0.00	0.00	0.00	0.00	0.00
55420-15-46352 Aquatic-Member Tracking	0.00	0.00	0.00	0.00	0.00
55420-15-46357 Aquatic-IT Cabling/Backup	0.00	0.00	0.00	0.00	0.00
55420-15-46377 ShopKeep POS-iPads	0.00	0.00	0.00	0.00	0.00
55420-15-46412 Sound System	0.00	0.00	0.00	0.00	0.00
TOTAL Technology	0.00	0.00	0.00	0.00	0.00
TOTAL EXPENDITURES	0.00	0.00	0.00	0.00	0.00
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	0.00	0.00	0.00	0.00

26 -Reserved - Non-Lapsing
 Parks - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Miscellaneous Revenues</u>					
45425-48250 5th Quarter Revenue	0.00	0.00	0.00	0.00	0.00
45425-48500 Lager Barleyfest Rev.	0.00	0.00	0.00	0.00	0.00
45425-48750 Black Squirrel Rev	0.00	1,120.00	9,463.00	0.00	(9,463.00)
TOTAL Miscellaneous Revenues	0.00	1,120.00	9,463.00	0.00	(9,463.00)
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TOTAL REVENUES	0.00	1,120.00	9,463.00	0.00	(9,463.00)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55425-03-39600 Lagerfest -Com. Donations	0.00	0.00	0.00	0.00	0.00
55425-03-40000 Lager Barleyfest Expense	0.00	0.00	0.00	0.00	0.00
55425-03-42500 5th Quarter Expenses	0.00	0.00	1,468.96	0.00	(1,468.96)
55425-03-42777 Black Squirrel Exp	0.00	0.00	6,133.00	0.00	(6,133.00)
55425-03-42779 Black Squirrel - Donation	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	0.00	0.00	7,601.96	0.00	(7,601.96)
<hr/>					
TOTAL EXPENDITURES	0.00	0.00	7,601.96	0.00	(7,601.96)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	1,120.00	1,861.04	0.00	(1,861.04)

26 -Reserved - Non-Lapsing
 T.B. Scott Library

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES					
=====					
<u>Intergovernmental</u>					
45110-43690 Library State Aid	0.00	0.00	0.00	0.00	0.00
45110-43790 Cross-County Borrowing Rev.	0.00	0.00	4,224.95	0.00	(4,224.95)
TOTAL Intergovernmental	0.00	0.00	4,224.95	0.00	(4,224.95)
<u>Public Charges-Services</u>					
45110-46713 Library - Photocopier Rev.	0.00	574.46	3,911.69	0.00	(3,911.69)
45110-46715 Library - Vending Revenue	0.00	0.00	0.00	0.00	0.00
TOTAL Public Charges-Services	0.00	574.46	3,911.69	0.00	(3,911.69)
<u>Miscellaneous Revenues</u>					
45110-48250 Library Grants - Rev	0.00	0.00	2,295.00	0.00	(2,295.00)
45110-48257 WI Humanities - Grant	0.00	0.00	0.00	0.00	0.00
45110-48277 Summer Programs-Donations	0.00	0.00	0.00	0.00	0.00
45110-48500 Memorial Books-Revenue	0.00	671.98	2,249.50	0.00	(2,249.50)
45110-48575 Wal-Mart Grant	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	671.98	4,544.50	0.00	(4,544.50)
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TOTAL REVENUES	0.00	1,246.44	12,681.14	0.00	(12,681.14)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55110-03-12600 State Aid - Expense	0.00	0.00	0.00	0.00	0.00
55110-03-12625 Cross-County - Expense	0.00	0.00	0.00	0.00	0.00
55110-03-12650 Library Photocopier Expen	0.00	446.05	6,097.95	0.00	(6,097.95)
55110-03-12675 Library Vending - Expense	0.00	0.00	0.00	0.00	0.00
55110-03-22725 Summer Programs-Expenses	0.00	0.00	0.00	0.00	0.00
55110-03-25000 Library Grants - Expense	0.00	0.00	2,545.00	0.00	(2,545.00)
55110-03-40500 Memorial Books-Expense	0.00	166.31	1,321.29	0.00	(1,321.29)
TOTAL Supplies & Expenses	0.00	612.36	9,964.24	0.00	(9,964.24)
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TOTAL EXPENDITURES	0.00	612.36	9,964.24	0.00	(9,964.24)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	634.08	2,716.90	0.00	(2,716.90)
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FUND TOTAL REVENUES	168,737.00	12,004.88	338,487.43	200.60	(169,750.43)
FUND TOTAL EXPENDITURES	96,232.30	15,862.88	213,193.46	221.54	(116,961.16)
REVENUES OVER/(UNDER) EXPENDITURES	72,504.70	(3,858.00)	125,293.97	0.00	(52,789.27)
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*** END OF REPORT ***

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

	2020 Actual	2021 Actual	2022 Actual	2023 Actual	2024 Unaudited	2025 Adopted	06/30/2025 Actual	2025 Projection	2026 Proposed	Change \$	%	Notes:
Beginning Balance												
31-5714 N/L Cable Franchise	197,647	230,633	285,903	277,936	203,608	152,043	152,043	152,043	143,141			
REVENUES												
45305-43439 State VSP Aid	12,008	24,324	24,324	24,324	24,324	24,324	24,324	24,324	24,324	-	0%	DOR Estimates released 10/1.
45305-43510 CARES COVID-19 Reimb	18,326	-	-	-	-	-	-	-	-	-		
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	(5,500)	-6%	5% allocated to General Fund
TOTAL	137,929	119,432	117,733	118,244	109,564	119,824	68,279	112,235	114,324	(5,500)	-4.6%	
EXPENSES												
Personnel Services												
26-55305-01-21000 Wages-Perm-Regular	-	-	-	-	-	31,985	13,342	31,985	52,417	20,432		Social Media/MFG Manager+ 10% Adn
New Longevity									33			10% Administrator
26-55305-01-51000 Social Security-Medicare	-	-	-	-	-	465	937	465	4,010	3,545		Social Media/MFG Manager+ 10% Adn
26-55305-01-52000 WRS - Retirement	-	-	-	-	-	2,000	-	2,000	3,774	1,774		Social Media/MFG Manager+ 10% Adn
NEW Health Insurance	-	-	-	-	-	-	-	-	1,903			10% Administrator
26-55305-01-55000 Life Insurance	-	-	-	-	-	50	17	50	212	162		Social Media/MFG Manager+ 10% Adn
Supplies & Expenses												
26-55305-03-10000 Office Supplies	-	-	-	-	-	-	-	-	100	100		Postage, copies, etc.
26-55305-03-45000 Public Meeting Technology	18,473	38	112	26,112	-	10,000	-	6,851	10,000	-		Meeting software + hardware
26-55305-03-47250 Web Service (Host/Archive)	-	-	-	9,300	-	4,650	4,650	4,650	12,850	8,200	176.3%	Website Hosting, Social Media archive, Mu
26-55305-03-47534 Marketing Ads	-	-	-	8,859	13,045	-	-	-	28,500	28,500		Facebook \$2k/mo + Visitor Guide
26-55305-03-47535 Other Marketing Expenses	-	-	-	-	-	-	-	5,110	-	-		Vidoes, other projects, etc.
TOTAL	104,943	64,162	125,700	192,572	161,129	145,687	64,018	121,136	113,799	(31,888)	-21.9%	
Change in Net Position	32,986	55,270	(7,967)	(74,328)	(51,565)	(25,863)	4,262	(8,901)	525			
ENDING FUND BALANCE												
31-5714 N/L Cable Franchise	230,633	285,903	277,936	203,608	152,043	126,180	156,304	143,141	143,667			
TOTAL	230,633	285,903	277,936	203,608	152,043	126,180	156,304	143,141	143,667			
SUMMARY:												
Merrill Productions	58,666	54,401	82,957	68,045	65,237	35,650			-	(35,650)	-100.0%	
Salary, Wages, Benefits	-	-	-	-	-	34,500			62,349	27,849	80.7%	
Meeting Technology	46,277	9,762	10,944	59,823	17,398	35,729			22,850	(12,879)	-36.0%	
Marketing	-	-	31,799.23	64,703.94	78,494.49	39,808.00			28,600.00	(11,208)	-28.2%	
	104,943	64,162	125,700	192,572	161,129	145,687			113,799	(31,888)	-21.9%	

September 2025 Social Media Analytics

Facebook Page Reach: 17,971 (Down 43 %)

- *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: 28

Cumulative Facebook Page Likes: 3,969

Link Clicks on page - 119

Content (Most Popular by Reach)

1. Fall Ride (Reach 5,488; Likes, Reactions, Comments and Shares 56)
2. MEC Bus Trip (Reach 1,771; Likes, Reactions, Comments and Shares:6)
3. Brush Cleanup (Reach 1,088; Likes, Reactions, Comments, shares and link clicks: 7)
4. MEC Newsletter (Reach 1,076; Likes, Reactions, Comments and Shares: 6)
5. Library Closure (Reach 750; Likes, Reactions, Comments and Shares: 8)

LinkedIn -

We currently have 51 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 38 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
September 2025	0	61	48	1702	923	337	205	21	18

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

October 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 and open houses.
Went to and helped out at the Chamber Banquet.
We have started the Videos with Christina Munny.

Social Media -

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

Marketing Opportunities

Upcoming events for promotion-

Merrill Merry Christmas Downtown

Name the Plow Truck

Tour of Lights

Food Truck-a-Palooza 2026

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