

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, OCTOBER 16, 2025 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Fermanich called the meeting to order at 5:15 pm
Present: D4 Alderperson Fermanich, D8 Alderperson Rutkowski, D5 Alderperson Holdorf (remote)
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, City Clerk Anderson-Malm
Excused: Scott Steele, Sarah Sturm
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the September 18th meeting** - (D8 Alderperson Rutkowski/D5 Alderperson Holdorf) motion/second to place minutes on file. The motion passed.
- III. **General Agenda Items for Consideration**
 1. **Review the September revenue and expense reports** - The revenue and expense reports were reviewed.
 2. **Discuss and review the revised 2026 Budget proposal** - Chair Fermanich discussed the revisions to the 2026 budget from Finance Director Ley.
 3. **Status of business marketing videos** - SMS/FC Savall updated the committee. Nine out of twelve businesses have finished filming. She has received good feedback from the businesses. Scott Steele would like to be involved with the opening and closing of the videos to make sure everything is consistent.
 4. **Tourism grants (Merrill, Wausau)** - Chair Fermanich updated the committee and would like to pursue a tourism grant from Marathon County.
 5. **Tour of lights - update** - SMS/FC Savall stated the sign-up form for homeowners is on the City website. The event is scheduled for December 10 with four to five busses running.
 6. **Food truck discussion** - SMS/FC Savall received feedback from the truck vendors and several stated there were too many trucks. In 2026 there will be 20 food trucks. Hallie is looking for ideas on how to incorporate 20 entries; a first-come-first paid basis is one of the suggestions.
 7. **Chamber updates** - There was no actual report however the Chamber banquet was held last week and they are in the process of working on the destination guides.
 8. **LCED updates** - There was no report.
- 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/D5 Alderperson Holdorf) 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, November 20th at 5:15 pm

VII. Adjournment (D8 Alderperson Rutkowski/D5 Alderperson Holdorf) motion/second to 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.