

**CITY OF MERRILL  
MARKETING & COMMUNICATIONS COMMITTEE  
THURSDAY, DECEMBER 18, 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  
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Scott Steele, Sarah Sturm, City Administrator Akey, City Clerk Anderson-Malm, LCEDC Sarah Guild (remote)  
Absent: D5 Alderperson Landis Holdorf
- II. **Consider approving minutes from the previous meeting**
  1. **Minutes from the October 16th 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 Revenue and Expense Reports** - The revenue and expense reports were reviewed. There were no questions.
  2. **Review the approved 2026 Marketing budget numbers** - Chair Fermanich reviewed the 2026 budget numbers.
  3. **Status and discussion of business marketing videos** - SMS/FC Savall and Scott Steele lead the discussion in reviewing the marketing videos. Nine short videos were shown at the meeting. The videos will rotate on YouTube and Facebook. Other information and goals were included in the packet. (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second to approve the overall schedule. The motion passed. After viewing the videos, (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) motion/second to approve the business videos and forward them to Mayor Hass for the January scheduled roll-out. The motion passed.
  4. **Review and discuss banner options** - Chair Fermanich stated, after further review, this will be put aside with a possible review at a later date. City Administrator Akey mentioned if feedback is received about no banners, this can be addressed again.
  5. **Grant updates** - SMS/FC Savall said \$1,200 was received from the Tourism Commission. She looked into the tourism grant from Wausau. However, it's needed to show hotel rooms in Wausau will be used. There was no action taken.
  6. **Tour of Lights update** - SMS/FC Savall updated the committee. There were 2 1/2 buses filled. Positive feedback was received. There were 16 homes on the tour. Homes on 6th Street received 1st and 3rd place, with a home on First Street that took 2nd place. She thanked the drivers who put in the extra time and work for this event.

7. **Food Truck update** - SMS/FC Savall updated the committee. There are 3 sponsors, 3 food trucks and 5 vendors who have committed to the May 2026 event so far. As a result of feedback, there will be a variety of food trucks. The trucks will be on a first registered basis. The hours will be 11:00 am - 6:00 pm.
8. **Chamber of Commerce update** - Sarah Sturm updated the committee with the following: The office is fully staffed once again. The annual banquet was a success. Visitor Guides will be out to the public in January. There are new board members. The Christmas card winner is Ryan Priebe. They are working on an event to get people to downtown and across-town businesses.
9. **Lincoln County Economic Development update** - Sarah Guild (remote) stated they are planning for the April 28th Economic Summit which will be held at the Expo Center in Merrill. The theme this year is Entrepreneurs and Small Business. The EDC received grants from the State and the Federal governments.

#### **IV. Monthly Reports and Updates**

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**  
- All reports were included in the packet. SMS/FC Savall highlighted some items and answered questions.
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, January 15th at 5:15 pm**

**VII. Adjournment** (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to adjourn. The motion passed. The meeting was adjourned at 6:06 pm.

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