



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, JANUARY 15, 2026

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely call 315-533-2849 PIN 788 699 753 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
 - 1. Minutes from the December 18th meeting.
- III. General Agenda Items for Consideration**
 - 1. Review Revenue and Expense Reports - information will be provided at the meeting
 - 2. Status and discussion of business marketing videos
 - a. Schedule vs anticipated timelines
 - 3. Food Truck update
 - 4. Chamber of Commerce update
 - 5. Lincoln County Economic Development 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, February 19 at 5:15 pm**
- VII. Adjournment**

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**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.

December 2025 Social Media Analytics

Facebook Page Reach/Views: 147,408 (Up 190 %)

- *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.*

New Facebook Page Likes: 102

Cumulative Facebook Page Likes: 4,141

Link Clicks on page - 169

Content (Most Popular by Reach)

1. Tour of Lights (Reach 18,763; Likes, Reactions, Comments and Shares 116)
2. New Christmas Decorations (Reach 18,371; Likes, Reactions, Comments and Shares: 276)
3. Tax Credits (Reach 17,556; Likes, Reactions, Comments, shares and link clicks: 49)
4. Winter Parking Rules (Reach 8,267; Likes, Reactions, Comments and Shares: 51)
5. Parade info (Reach 8,083; Likes, Reactions, Comments and Shares: 56)

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 39 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 36 followers. We will be working on getting the meetings videos uploaded onto Youtube.

Website Analytics - please see Website Analytics Summary.

January 2026 Social Media Report

Tasks -

I have met with the Mayor to discuss events and happenings within Merrill
I have been watching videos on youtube to learn effective strategies for our campaign.
Talked with Christina about videos and making any changes necessary.
I have been learning how to place FB ads and how to use ChatGPT effectively.
Working on a Christmas Decoration program for businesses and families.

Social Media -

I have been getting January's events in the Calendar and working on February happenings as well.
Great month on FB. Numbers are all up and I am excited to see those numbers continue.

Marketing Opportunities

Upcoming events for promotion-

Food Truck-a-Palooza 2026

Looking forward to next year and the 250th birthday for America. Looks like the fireworks will be on the 3rd. This was confirmed by the Mayor.

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
October 2025	0	50	45	2191	1187	421	253	15	13
Novemeber 2025	0	29	26	1604	893	297	193	23	23
December 2025	0	31	21	1864	1043	338	224	30	23

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