



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, MARCH 19, 2026

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 904-800-6489 PIN 609 083 494 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the February 19th meeting.

III. General Agenda Items for Consideration

1. Review the Revenue and Expense Reports
2. Banner update — 250 flags and options
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, April 16th 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, FEBRUARY 19, 2026 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 (remote), D8 Alderperson Rutkowski
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall,
Scott Steele, Sarah Sturm, Sarah Guild, City Clerk Anderson-Malm, City
Administrator Akey
Absent: D5 Alderperson Landis Holdorf
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the December 18th and January 15th meetings.** - (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 reports were reviewed. There were no questions.
- 2 Status and discussion of business marketing**
 - . **videos** <https://www.youtube.com/playlist?list=PL6kFFxrzho2qOfXZwH8J6fLJxMGmfhf3G> - The link was provided in the agenda packet to view the business videos. Scott Steele said the videographer was very easy to work with. SMS Savall said it was good to have a fresh set of eyes for the videos and agreed that she was easy to work with. D8 Alderperson Rutkowski liked the videos. SMS Savall she will receive the videos and will have them ready to go by the end of February. The videos will be rotated on Facebook for 3 months. She will monitor the views and the videos will target specific demographics. There was further discussion regarding Chat GPT and how the upgraded version would help SMS Savall with marketing. The additional cost would be \$20 per month. Sarah Sturm from the Chamber said they use the upgraded version for their posts, and it is very helpful. Following discussion (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to approve the additional \$20/month for the upgraded Chat GPT service. The motion passed.
 - a. **Schedule vs anticipated timelines** - discussed above
 3. **Food Truck update** - SMS Savall stated that 21 trucks and 21 craft vendors have already signed up for the event. There will be a variety of trucks, and one from Milwaukee. The entertainment has been set and things are coming together. The event is May 16th from 11:00 am - 6:00 pm.
 4. **Chamber of Commerce update** - Sarah Sturm updated the committee with the following: Destination Guides are out, and they are working on distribution. Between the Green Bay and LaCrosse shows, they handed out around 1,200

guides. They are shipping 1,000 guides to visitor locations throughout the state. She thanked Scott Steele, Peter Tesch photography and Reindel printing for their help with the destination guides. The chamber also printed stickers that are available for purchase. In April, Shop, Eat, Drink cards will be available. These cards are free to Chamber members and available at the Chamber office. These cards feature area businesses to be filled/punched at the business, then turned into the Chamber to be entered to win Chamber Bucks. Sip and Stroll is scheduled for October 17th with further details to come. The committee discussed the 250th celebration. CA Akey said 40 flags at \$200 each will be available and the Chamber will act as the recipient of funds. Chair Fermanich stated communication should be with the Historic Preservation Committee, Chamber, Historical Society and VFW. SMS Savall and CA Akey will reach out to the organizations.

5. **Lincoln County Economic Development update** - Sarah Guild updated the committee with the following: Linc and Learn was this morning at 7:30 am at Johnson's with about twelve people attending. The next Linc and Learn is in Tomahawk on March 19th. The Economic Summit is scheduled for Tuesday, April 28th at the Expo Center in Merrill. Fliers are out. There will possibly be a Business After Hours following the summit.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- SMS Savall updated the committee: Reaches and views have gone up from December. There are 100 new Facebook followers.
2. **Consider placing monthly reports on file** - (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) 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, March 19 at 5:15 pm

VII. Adjournment (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to adjourn. The motion passed. The meeting adjourned at 5:44 pm.

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

CITY OF MERRILL
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: FEBRUARY 28TH, 2026

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	0.00	0.00	24,324.00
TOTAL Intergovernmental	24,324.00	0.00	0.00	0.00	24,324.00
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	90,000.00	18,523.49	18,523.49	20.58	71,476.51
TOTAL Licenses and Permits	90,000.00	18,523.49	18,523.49	20.58	71,476.51
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TOTAL REVENUES	114,324.00	18,523.49	18,523.49	16.20	95,800.51
EXPENDITURES					
=====					
<u>Personnel Services</u>					
55305-01-21000 Wages-Perm-Regular	38,081.00	0.00	390.60	1.03	37,690.40
55305-01-51000 Social Security-Medicare	2,913.00	0.00	32.13	1.10	2,880.87
55305-01-52000 WRS-Retirement	2,742.00	0.00	30.24	1.10	2,711.76
55305-01-55000 Life Insurance	72.00	0.00	0.00	0.00	72.00
TOTAL Personnel Services	43,808.00	0.00	452.97	1.03	43,355.03
<u>Supplies & Expenses</u>					
55305-03-10000 Office Supplies	100.00	0.00	0.00	0.00	100.00
55305-03-45000 Public Meeting Technology	10,000.00	0.00	11,298.42	112.98	(1,298.42)
55305-03-47250 Web Service (Host/Archive	12,850.00	3,978.60	3,978.60	30.96	8,871.40
55305-03-47534 Marketing Ads	28,500.00	5,065.00	5,065.00	17.77	23,435.00
55305-03-47535 Other Marketing Expenses	0.00	45.00	45.00	0.00	(45.00)
TOTAL Supplies & Expenses	51,450.00	9,088.60	20,387.02	39.62	31,062.98
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TOTAL EXPENDITURES	95,258.00	9,088.60	20,839.99	21.88	74,418.01
REVENUES OVER/(UNDER) EXPENDITURES	19,066.00	9,434.89	(2,316.50)	0.00	21,382.50

CITY OF MERRILL
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: FEBRUARY 28TH, 2026

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	500.00	1,000.00	0.00	(1,000.00)
45324-48525 Food Truck-Spot Rentals	0.00	450.00	950.00	0.00	(950.00)
45324-48550 MFG Events - Grants	0.00	0.00	0.00	0.00	0.00
45324-48725 Craft Show Revenues	0.00	200.00	575.00	0.00	(575.00)
45324-48750 Event Revenues	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Miscellaneous Revenues	0.00	1,150.00	2,525.00	0.00	(2,525.00)
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TOTAL REVENUES	0.00	1,150.00	2,525.00	0.00	(2,525.00)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	0.00	1,087.75	0.00	(1,087.75)
55324-03-40024 MFG-Craft Expenses	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Supplies & Expenses	0.00	0.00	1,087.75	0.00	(1,087.75)
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TOTAL EXPENDITURES	0.00	0.00	1,087.75	0.00	(1,087.75)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	1,150.00	1,437.25	0.00	(1,437.25)

February 2026 Social Media Analytics

Facebook Page Reach/Views: 87,270 (Down 10 %)

- *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: 106

Cumulative Facebook Page Likes: 4,363

Link Clicks on page - 112

Content (Most Popular by Reach)

1. Food Truck Post (Reach 59,548; Likes, Reactions, Comments and Shares 457)
2. Public works improvements (Reach 8,271; Likes, Reactions, Comments and Shares:23)
3. Third Grade Snow Plow (Reach 5,546; Likes, Reactions, Comments, shares and link clicks: 76)
4. Common Council (Reach 5,288; Likes, Reactions, Comments and Shares: 18)
5. Summer Help (Reach 3,218; Likes, Reactions, Comments and Shares: 17)

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 38 followers. We will be working on getting the meetings videos uploaded onto Youtube.

Website Analytics - please see Website Analytics Summary.

March 2026
Social Media Report

Tasks -

I have met with the Mayor to discuss events and happenings within Merrill.
I have been monitoring facebook for any issues with the City.
I have been learning ChatGPT and using it in some posts.
I have met with Christina and have all the videos. I am working on getting them organized and set into a schedule.
Attended Ribbon Cutting at Historical Society

Social Media -

I have been getting March events in the Calendar and working on April happenings as well.
Filling up the posting Schedule for the Food Truck-a-Palooza FB Page. It is growing followers every day.
Keeping an eye on posts in groups and on newsfeed

Marketing Opportunities

Upcoming events for promotion-

Childrens Festival
Food Truck-a-Palooza 2026
Video launch
Rodeo
Fourth of July