

**CITY OF MERRILL  
MARKETING & COMMUNICATIONS COMMITTEE  
THURSDAY, MARCH 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, D8 Alderperson Rutkowski  
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Sarah Sturm, City Administrator Akey, City Clerk Anderson-Malm, LCED Sara Guild  
Excused: Scott Steele  
Absent: D5 Alderperson Landis Holdorf
  
- II. **Consider approving minutes from the previous meeting**
  1. **Minutes from the February 19th meeting.** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to place minutes on file. There was a correction, Milwaukee should be Winneconne. City Clerk Anderson-Malm will revise. The motion Passed.
  
- III. **General Agenda Items for Consideration**
  1. **Review the Revenue and Expense Reports** - The revenue and expense reports were reviewed.
  2. **Banner update — 250 flags and options** - CA Akey mentioned to the committee he is getting additional pricing. This information is needed by April in order to be placed in June. Letters will be sent to previous businesses and sponsors.
  3. **Food Truck - update** - SMS Savall updated the committee. There are 31 trucks (no more applications are being accepted) and 30 craft vendors. She is still accepting applications for vendors. There are 13 new trucks for a variety of food. She is working on getting volunteers.
  4. **Chamber of Commerce update** - Sarah Sturm updated the committee. Shop and eat cards will be available at the Chamber. The Chamber is hosting workshops that are open to chamber members. The Chamber has a comprehensive food/dining list on their website.
  5. **Lincoln County Economic Development update** - LCED Guild updated the committee. The second Linc & Learn was held on March 19th in Tomahawk. There was good attendance. The Economic Summit is April 28th. They are ahead of 2025 for pre-registrations. This event will be held at the Expo Center in Merrill. Last week the LCEDC transferred to a stand-alone building on the FreMarq property and are no longer in the Lincoln County Service Building. Sarah answered questions regarding the REV program.
  
- IV. **Monthly Reports and Updates**

- 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall**  
- SMS Savall stated the Facebook page is doing well and there were 106 new page likes. The Food Truck ad has had 59,000 views and 457 likes. The videos are on hold and will hopefully be live next week.
  - 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, April 16th at 5:15 pm** The next meeting will be the Call of the Chair.
- VII. Adjournment** (D4 Alderperson Fermanich/D8 Alderperson Rutkowski) 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.*