



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, APRIL 16, 2026

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 240-490-4334 PIN 577 548 203 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the March 19th meeting.

III. General Agenda Items for Consideration

1. Review the Revenue and Expense Reports
2. Update on Facebook video/ad roll-outs
Overall Response
Details on payment plan resolution
3. Food Truck-a-Palooza status
4. 250th City Celebration plans — discussion
5. 250th City Banners - discussion
6. Future events and opportunities - discussion
7. Chamber of Commerce update
8. LCED 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, May 21st 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, 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.

CITY OF MERRILL
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: MARCH 31ST, 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	0.00	18,523.49	20.58	71,476.51
TOTAL Licenses and Permits	90,000.00	0.00	18,523.49	20.58	71,476.51
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TOTAL REVENUES	114,324.00	0.00	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	0.00	8,628.60	67.15	4,221.40
55305-03-47534 Marketing Ads	28,500.00	0.00	5,065.00	17.77	23,435.00
55305-03-47535 Other Marketing Expenses	0.00	0.00	45.00	0.00	(45.00)
TOTAL Supplies & Expenses	51,450.00	0.00	25,037.02	48.66	26,412.98
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TOTAL EXPENDITURES	95,258.00	0.00	25,489.99	26.76	69,768.01
REVENUES OVER/(UNDER) EXPENDITURES	19,066.00	0.00	(6,966.50)	0.00	26,032.50

CITY OF MERRILL
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: MARCH 31ST, 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	2,500.00	3,500.00	0.00	(3,500.00)
45324-48525 Food Truck-Spot Rentals	0.00	535.00	1,485.00	0.00	(1,485.00)
45324-48550 MFG Events - Grants	0.00	0.00	0.00	0.00	0.00
45324-48725 Craft Show Revenues	0.00	460.00	1,035.00	0.00	(1,035.00)
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	3,495.00	6,020.00	0.00	(6,020.00)
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TOTAL REVENUES	0.00	3,495.00	6,020.00	0.00	(6,020.00)
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	3,495.00	4,932.25	0.00	(4,932.25)

April 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 posts.
Working with Dustin to Figure out next steps with Ads

Social Media -

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

Marketing Opportunities

Upcoming events for promotion-

Food Truck-a-Palooza 2026
Garage Sale
Video Posts
Memorial Day Event
Rodeo
Fourth of July
Labor Day

March 2026 Social Media Analytics

March Page Reach/Views: 111,074 (Up 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: 134

Cumulative Facebook Page Likes: 4,497

Link Clicks on page - 258

Content (Most Popular by Reach)

1. Plow Truck Thank you (Reach 18,654; Likes, Reactions, Comments and Shares 540)
2. Garbage schedule change (Reach18,571; Likes, Reactions, Comments and Shares:123)
3. Ziebell Ad Post (Reach 9,008; Likes, Reactions, Comments, shares and link clicks: 150)
4. Snow Emergency (Reach 5,961; Likes, Reactions, Comments and Shares: 30)
5. MEC Destash (Reach 4,225; Likes, Reactions, Comments and Shares: 24)

LinkedIn -

We currently have 52 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 41 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.

I have uploaded all the Ads to our YouTube City of Merrill Page.

Website Analytics - please see Website Analytics Summary.

Website Analytics									
	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
January 2026	0	52	48	2499	1394	520	307	34	26
February 2026	0	113	61	1987	1083	593	352	46	37
March 2026	0	103	88	2526	1400	974	537	70	51

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