

**CITY OF MERRILL  
MARKETING & COMMUNICATIONS COMMITTEE  
THURSDAY, APRIL 16, 2026 MINUTES  
REGULAR MEETING    CITY HALL COUNCIL CHAMBERS    5:15 PM**

- I. **Call to Order** LaDonna 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, Mayor Hass, Bea Lebel, D2 Alderperson M. Caylor, Sarah Guild (remote), City Clerk Anderson-Malm  
Excused: Scott Steele, Director Chamber of Commerce Sarah Brooks  
Absent: D5 Alderperson Holdorf
  
- II. **Consider approving minutes from the previous meeting**
  1. **Minutes from the March 19th meeting.** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to place the minutes on file. The motion passed.
  
- III. **General Agenda Items for Consideration**
  1. **Review the Revenue and Expense Reports** - The committee reviewed the revenue and expense report.
  2. **Update on Facebook video/ad roll-outs**  
**Overall Response**  
**Details on payment plan resolution** - SMS Savall explained the difficulty they are having with Facebook. Dustin from IT is trying to remove the restrictions on the city page but then Facebook restricted the city for ads. SMS Savall is rolling out ads on Reels and in posts to bypass the restrictions. She is happy with the results. She is now posting on Linked In as well as on Facebook.
  3. **Food Truck-a-Palooza status** - SMS Savall updated the committee. Taking applications for food trucks is closed. There will be 35 trucks with 10 new trucks. There are 50 crafts and vendors signed up. Brad Emanuel will be playing from 11:00 am - 2:00 pm and Jackson Taylor will play from 3:00 pm - 6:00 pm.
  4. **250th City Celebration plans — discussion** - SMS Savall started the conversation regarding the 250th Celebration. Members of the Historic Preservation Committee were in attendance to offer ideas for the celebration. Bea Lebel suggested having the flower baskets and pocket gardens feature red, white and blue flowers. The city will post flyers and notices for residents to decorate their homes with the red, white and blue theme. Chair Fermanich suggested posting a press release in the Foto News for the red, white and blue theme. D2 Alderperson M. Caylor said timing is an issue, but a parade would have been something to do, ending up at the Fairgrounds with food trucks. Mayor Hass suggested a contest with businesses decorating their

windows. WJMT will be contacted. Another suggestion was to have a scavenger hunt with a medallion and have clues to find the item.

5. **250th City Banners - discussion** - Emails will be sent to businesses next week regarding the banners.
6. **Future events and opportunities - discussion** - Promoting the city-wide garage sales, Memorial Day event, the Rodeo and Lincoln County Fair.
7. **Chamber of Commerce update** - Sarah Brooks from the Chamber was excused. Mayor Hass provided her report. The Chamber is busy working on the Wine Walk in the Fall and the golf outing.
8. **LCED update** - Sarah Guild provided an update. The Economic Summit is coming up. CA Akey will provide the economic report for the City of Merrill. Chamber after hours will be held at the Expo Center following the Summit. They will re-launch Linc & Learn sessions after the Summit. She also stated the EDC has received recognition in news reports.

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

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - SMS Savall said she is happy with the reach and views. There are new Facebook likes each month.
2. **Consider placing monthly reports on file** - (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to place the reports on file. The motion passed.

**V. Public Comment** There was no public comment.

**VI. Date and Time of Next Meeting - Thursday, May 21st at 5:15 pm** The May meeting will be Call of the Chair.

**VII. Adjournment** (D8 Alderperson Rutkowski/D4 Alderperson Fermanich) motion/second to adjourn. The motion passed. The meeting adjourned at 5:52 pm.

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