



CITY OF MERRILL

MARKETING & COMMUNICATIONS

AGENDA • TUESDAY NOVEMBER 14, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 916-672-9943 PIN 757 941 455 #

- I. Call to Order
- II. Consider approving minutes from previous meeting:
 1. October 19th meeting minutes
- III. General Agenda Items:
 1. Discussion and approval of final draft of wedding planner ad
 2. Discussion and consideration of Visitor's Guide options
 - a. Department Head/Foto News communication
 3. Discussion and update of Tour of Lights - December 13, 2023
 4. Discussion and update of Food Truck-a-palooza - May 18, 2024
 5. Update on Street Banners
- IV. Monthly Reports:
 1. Monthly Report - Social Media Specialist Savall
 2. Consider placing monthly reports on file
- V. Updates and Future Events:

Refer details for December planned events ASAP to Hallie

Refer details for any January and February events to Hallie at least 3-weeks prior to event
- VI. Public Comment
- VII. Next meeting date and time: Thursday, December 21st at 5:15 PM
- VIII. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, October 19, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Chair Fermanich, Alderperson's Weix and Meyer, Scott Steele, John Greenwood, Tammi Mrachek, Laurie Ollhoff and Clyde Nelson. Renea Frederick and Sarah Sturm were excused.

Also Present: Mayor Hass, Interim CA Akey, Social Media Specialist Savall, Festival Grounds Manager Bjorklund, Cameo Roets (didn't have a microphone so I could not hear her new last name) and Connor Finucan and Merrill Community Media.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes** - Alderperson Meyer made a motion to approve the September 21st meeting minutes. Alderperson Weix seconded and the motion carried.
- III. **General Agenda Items:**
 - 1. Review and discuss initial Midwest Communications on-line Marketing** – Cameo Roets and Connor Finucan reviewed the report and explained the overview. A radio ad demo was provided. No further action was taken.
 - 2. Discuss and consider extended Midwest Communications proposal** – Cameo discussed the extended proposal using YouTube, OTT and CTV ads. She answered all questions and concerns from the Committee.

Following discussion Alderperson Weix motioned to accept the \$29,803 proposal and forward to the Common Council for final approval. Chair Fermanich seconded and the motion carried.
 - 3. Discuss and consider rental ad draft for Expo Center for wedding planner** – SMS Savall discussed the ad for the wedding planner. Updated pictures and revisions were discussed and will be implemented. The final draft will be presented at the November meeting.
 - 4. Approve final street banner design** – Alderperson Meyer made a motion to approve the street banner design. Alderperson Weix seconded and the motion carried.
 - 5. Discuss 2024 Visitor's Guide ad concept** – The Committee discussed the concept. No further action was taken.
 - 6. Discuss Tour of Lights – December 13, 2023** – SMS Savall updated the Committee with information for the Tour of Lights.
 - 7. Discuss LCEDC (Lincoln County Economic Development Corporation) marketing funding request** – Chair Fermanich read the request and provided an updated request. Alderperson Meyer motioned to deny the funding request at this time and possibly review in one year. Chair Fermanich seconded and the motion carried.

8. Discuss next three-month marketing highlights – Chair Fermanich briefly discussed the future highlights. This will be discussed further at the November meeting.

IV. **Monthly Reports and Updates:**

1. Monthly Report – Social Media Specialist Savall – The reports were included in the packet.

Aldersperson Meyer made a motion to place the reports on file. Aldersperson Weix seconded and the motion carried.

2. Updates and future events – May 18, 2024 First Annual Food Truck Event at the Merrill Festival Grounds – SMS Savall updated the Committee with information. The name is still being worked on and approximately 20 food trucks will be contacted to participate.

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

VI. **Next meeting date: Call of the Chair**

VII. **Adjournment** – Aldersperson Meyer made a motion to adjourn. Aldersperson Weix seconded and the motion carried. The meeting was adjourned at 6:32 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm using Merrill Community Media video.

Tour of Lights - December 13, 2023 5:00 p.m.
M&C Meeting November 14,

I have created the following flyer for the Tour of Lights,

Channel 7 will be on one of the Tour of Lights buses.

Dustin Brown and I created a form that is on the city website and pinned at the top of our Facebook page. The forms will be sent directly to my email and we have 4 responses already.

Brad Brummond has a flyer going out as well in the photo news towards the end of November and the First week in December.

Mayor will do his monthly communications and include the Tour of Lights in his radio and video slots.

I got the information to Cameo so she will make up an ad for this as well.

Those who wish to ride the bus will contact the transit system directly. I will get the forms to Brad by Dec. 8th so he can get the map laid out so we can get that posted as well.

I will be talking to Tammy at Premier about 1st-3rd place plaques for the businesses who win and there will also be Chamber bucks (that we pay for) for the 1-3 place homes. Last year we did - \$100, \$50, \$25. So that would need to come out of our budget.

Tour Of Lights 2023

The City of Merrill & Merrill Area Chamber of Commerce invite you to participate in the 2nd annual Tour of Lights Decorating Contest. Whether you decorate your home or business we want to see the beauty of Christmas light up Merrill this holiday season. Please fill out the form below to sign up your magnificent decorations.

If you want to enjoy and judge the lights, the Tour of Lights Bus Ride is the way to go.

Call Merrill Transit at (715) 536-7112 to reserve your seat.

Date: Wednesday, December 13th, 2023

Tour of Lights Bus Ride Time: 5 p.m.



Marketing and Communications - November Meeting
 May 18 2024 Food Truckapalooza
 Hallie Savall Social Media Consultant

Currently I have a list of 22 food trucks in the area to contact for the festival. I will hopefully continue to grow this list. We are in the works of setting up a meeting with a few of them to discuss the event and what they would like to see come out of this new festival. Thought is to charge \$25 per food truck. This would possibly go towards awards and electric bills from the event.

I have talked with Dawn Smith and Tammie Mrachek about ideas for a vendor show and cornhole tournament in conjunction with the Food Trucks. I have included the vendor and food truck applications that Dawn created along with a sponsorship form. She has been a great help getting the forms together for me.

I believe that having a vendor/craft (this that and everything sale) show will bring people in and have them stick around longer than just having the trucks. I have contacted Laura Bares and see if she will help with this area of the event. She said she would answer questions but doesn't seem too interested in helping the day of. Goal is to charge \$25 per booth with possibly \$5 each booth going to Laura for efforts.

A cornhole tournament will be a fun way for people to stick around as well. I have a couple names of people that could be willing to run the event. I have contacted Jordan Steltenpohl from Stevens Point and he will run this tournament. He has a following and does these tournaments on a regular basis.

Dawn had mentioned having a few carnival games for kids to do as well. Maybe having the Little Leos or the Jr. Optimists running those events for their community hours in.

Beverages -hoping to get a picnic license. I have reached out to Sawmill to set up a meeting with Zach, and plan on reaching out to Sunset Hollow for Wine. Goal is to rent Dugouts beer trailer and have at least one domestic along with Sawmills craft beer so there is a variety. They will also potentially be in charge of water and soda.

Sponsor wise -

We have Incrediblebank donating Money for a large tent for the entertainment and dining area.

We also have \$1000 in a tourism grant from the Chamber to market this event in the surrounding areas.

I am waiting to hear back from Eric Malm about having him sponsor one of our music entertainments. (see below)

I am getting a list from Dawn Smith for potential sponsors to reach out to as well. She listed a few great ideas and I am hoping to be able to sponsor the entertainment and most everything else.

I have talked to several people about the entertainment aspect and my goal is to have enough sponsorships to fund a Local DJ from 11-3 and am waiting for the contract from Brad Emanuel to have him from 3:30 -7. His fee is \$500 with sound, lighting, and a stage. I know we can get a DJ for less, however live music brings in a following and that's our goal for this event. I would like to see a sponsor(s) be able to cover the roughly \$1500 for the entertainment.

I have included the sponsorship form, and the applications for the food trucks and the vendors.

If there are questions or ideas, please reach out to me.



FOOD TRUCK-A-PALOOZA
MAY 18, 2024 - Festival Grounds - Merrill, WI
11:00 AM - 7:00 P.M.

GOLD SPONSOR - \$1,500

- **Logo on website, flyers and news media.
- **Banner at event
- **Live recognition at event.
- **Company able to set a booth up at vendor event.

SILVER SPONSOR - \$1,000

- **Recognition on website, flyers and news media.
- **Banner at event
- **Company able to set a booth up at vendor event.

BRONZE SPONSOR - \$500

- **Recognition on website, flyers and news media.
- **Company able to set a booth up at vendor event.

**If you are interested in sponsoring, please contact Hallie Savall at
Savall.hallie@gmail.com**



FOOD TRUCK-A-PALOOZA
MERRILL FESTIVAL GROUNDS
2001 EAST 2ND STREET
MERRILL, WI 54452

SATURDAY, MAY 18, 2024
11:00 – 7:00 P.M.

Dear Exhibitor:

You are cordially invited to participate in the FOOD TRUCK-A-PALOOZA on Saturday, May 18, 2024 from 11:00 – 7:00 p.m.

This is the first year for the Merrill area and we are looking forward to putting together a great festival for everyone to enjoy. Along with the food trucks we will also have music, a cornhole tournament, crafts and in home vendors.

We are excited to bring this event into the Merrill community. We will be limiting the number of spaces available to eliminate overcrowding; so early registration is important.

To reserve your display space, please fill out the enclosed registration form and send it to: City of Merrill, C/O Hallie Savall, 1004 East 2nd Street, Merrill, WI 54452.

Advertising will be done through radio ads, newspaper, flyers, posters and social media.

Sincerely,

Hallie Savall

FOOD TRUCK-A-PALOOZA

SATURDAY, MAY 18, 2024

- Application and payments must be received in full. If you are accepted, you will be notified and your check will be cashed. If you are not accepted, your check will be returned.
- After acceptance, if you decide to cancel, a refund will be issued back to you minus a \$10.00 charge.
- This will be free admission to the public.
- No sharing of booth spaces.
- Festival representatives will direct vendors to their location after 8:00 a.m. on Saturday, May 18, 2024 .
- No pets will be allowed on Festival grounds.
- There is no rain date. The festival will operate from 11:00 – 7:00 p.m. on Saturday, May 18, 2024 unless cancelled due to unusual weather conditions.
- Vendors are allowed to bring in tents to cover their space. All tents must be secured if windy.
- Food vendors must, have an insurance policy which must accompany your vendor application.
- Food Vendors: Each vendor is cautioned to exercise care in the operations of his/her booth. Horseplay and carelessness will not be tolerated. Each food vendor is asked to bring their own fire extinguisher in case the need arises.
- Prices: All food items are to be sold at the price listed on the application for booth space, as approved by the Festival Committee. Under NO circumstances, are prices allowed to be raised after opening of the Festival; however, food items may be offered at a reduced price.
- **LIABILITY:** THE CITY OF MERRILL will not be held liable for any loss of or injury sustained by the food vendor. The food vendor expressly agrees to indemnify and save the City of Merrill, the Festival Committee, volunteers and employees harmless from any claim, howsoever the same may be caused. Food Vendors must name the City of Merrill as “additional insured” on vendor’s policy in an amount not less than \$1,000,000.00. A copy of this insurance and rider shall be provided to the City of Merrill along with application.

Application of Vendor

Name of Organization:_____

Name of Contact Person:_____

Organization Address:_____

City: _____ State: _____ Zip Code: _____

Telephone Number: _____ Cell Number: _____

Email: _____

Sellers Permit # (if needed)_____

Food Vendor Space Fee: 20 X 20 \$25.00 # of spaces_____

Total_____

(If you have a self contained unit for food, please send a dimensions of unit and please let us know if you will be using a generator.)

Cleaning: Each vendor is responsible for cleaning their area at the end of the day.

Signature of Vendor:_____

Date: _____

Please list items you would like to sell and their approximate sales price.

1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9.	\$

If additional space is needed use the back side of this application. Thank you

Send application to: City of Merrill, C/O Hallie Savall, 1004 East 2nd Street, Merrill, WI 54452



FOOD TRUCK-A-PALOOZA
MERRILL FESTIVAL GROUNDS
2001 EAST 2ND STREET
MERRILL, WI 54452

SATURDAY, MAY 18, 2024
11:00 – 7:00 P.M.

Dear Exhibitor:

You are cordially invited to participate in the FOOD TRUCK-A-PALOOZA on Saturday, May 18, 2024. Along with the Food Truck-A-Palooza we will also have vendors set up to sell their items at the Merrill Festival Grounds on Saturday, May 18, 2024.

This is the first year for the Merrill area and we are looking forward to putting together a great festival for everyone to enjoy. We will be having music, a cornhole tournament, food, crafts and in home vendors.

We are excited to bring this event into the Merrill community. We will be limiting the number of spaces available to 100 eliminate overcrowding; so early registration is important. To reserve your display space, please fill out the enclosed registration form and send it to: City of Merrill, C/O Hallie Savall, 1004 East 1st. Street, Merrill, WI 54452

Advertising will be done through radio ads, newspaper, flyers, posters and social media.

Sincerely,

Hallie Savall

FOOD TRUCK-A-PALOOZA

ART, CRAFTS, AND IN HOME VENDORS WELCOME

SATURDAY, MAY 18, 2024

- Application and payments must be received in full. If you are accepted, you will be notified and your check will be cashed. If you are not accepted, your check will be returned.
- After acceptance, if you decide to cancel, a refund will be issued back to you minus a \$10.00 charge.
- This will be free admission to the public.
- No sharing of booth spaces.
- Festival representatives will direct vendors to their location any time after 8:00 a.m., Saturday, May 18. Set up must be completed by 10:45 a.m. Vehicles must be removed from the festival area by 10:30 a.m. No vehicles will be permitted on grounds during the festival.
- No pets will be allowed on Festival grounds.
- There is no rain date. The festival will operate from 11:00 – 7:00 p.m. on Saturday, May 18 unless cancelled due to unusual weather conditions.
- Vendors are allowed to bring in tents to cover their space. All tents must be secured if windy.
- Vendors must provide their own chairs and table. There is no electricity available.
- No sales of alcohol
- **LIABILITY: THE CITY OF MERRILL** I assume all responsibility for my own safety while participating in the Food Truck –A-Palooza. On behalf of myself, my heirs, personal representatives, and executors, I hereby indemnify, release and hold harmless the City of Merrill, including their officers, directors, employees and agents from any and all claims, damages and liability, including but not limited to, any claims of personal injury and property damage and any incidental or consequential damages arising from my participation. I have read and agree to the conditions stated above.

Application of Vendor

Name of Organization:_____

Name of Contact Person:_____

Organization Address:_____

City: _____ State: _____ Zip Code: _____

Telephone Number: _____ Cell Number: _____

Email: _____

Sellers Permit # (if needed)_____

Craft Vendor Space Fee: 20 X 20 \$25.00 # of spaces_____

Total_____

Cleaning: Each vendor is responsible for cleaning their area at the end of the day.

Signature of Vendor:_____

Date: _____

Send application to: City of Merrill, C/O Hallie Savall, 1004 East 1st Street, Merrill, WI 54452

November Monthly Report

Social Media Monthly Report - Hallie Savall

Tasks - I have been scheduling posts for Facebook and posting special announcements as they come in.

I have been doing light research with the algorithm and the changes that are happening for post views and why they have dropped in the recent months.

I have met weekly with the Mayor to stay up to date on upcoming events and public meetings.

I have met with LaDonna, Cameo, Draco and Nathan to work on our new Digital Marketing Campaign. I am excited to see these roll out in November.

I have worked on and completed the Ads for the wedding planner and have worked with Scott on the Visitors Guide ads. We have mocked up a few options for you to decide on.

I have been working on the Tour of lights decorating contest and getting that up and posted for this year's event. I will be working on the media release with Cameo in the next week to get that out to channels and the paper.

Food Truck-a-palooza - We are well underway for planning this exciting event in May, we have contracted Brad Emanuel for late afternoon/evening entertainment and potentially a DJ for the early afternoon entertainment. I am waiting to hear from a cornhole group to run that area and a final word from Laura Bares to see if she will run the Vendor/Craft show. I have been working with Dawn Smith to get correct contracts for sponsors, vendors and a new one for the Food trucks. We have sponsors for a few things already and look forward to having more in the near future.

Everyone we have talked to about this event is excited to see something fresh come to the festival grounds.

Events - I have attended and listened to meetings and Networked at the Chamber Dinner.

Social Media - I have been scheduling posts for November and working on the December calendar looking ahead to future events and adding things people will want to be informed about. I will continue to post on LinkedIn with relevant information and work closely with Nathan and Draco to build our YouTube audience.

I am looking to see what we can do about the algorithm and getting more traction.

Social Media Analytics October 1-31, 2023

Facebook Page Reach: 8,861 (Down 48.6%)

- *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.*

Facebook Page Visits:1,326 (Down 34.5%)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 35 (Down 37.4%)

Cumulative Facebook Page Likes:2,836

Content (Most Popular by Reach)

1. Halloween information (Reach 3,434; Likes, Reactions, Comments and Shares: 70)
2. MEC Craft Show (Reach 2,587; Likes, Reactions, Comments and Shares: 78)
3. Tax Delinquent Properties(Reach 2,450; Likes, Reactions, Comments and Shares: 29)
4. Snow and Ice Removal (Reach 1,977; Likes, Reactions, Comments and Shares: 53)
5. Merrill go round position (Reach 1,830; Likes, Reactions, Comments and Shares: 38)

LinkedIn -

We Currently have 32 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. 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 21 subscribers for the Main City Of Merrill YouTube Channel. We have 14 Subscribers for the City of Merrill Meetings Channel. This is where all recorded meetings are uploaded for people to watch. Nathan, Draco, and Summit have been working on keeping this up and running.

We have Mayor Communication Clips as well. This will be on our main channel and will have any information that Mayor Hass wants to be made public.

We currently do not have paid social media ads.