



**CITY OF MERRILL**  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**AGENDA • THURSDAY, MAY 21, 2026**

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**Regular Meeting** **City Hall Council Chambers** **5:15 PM**

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To attend remotely call 252-423-4253 PIN 869 028 039 #

- I. Call to Order**
- II. Public Comment**
- III. Consider approving minutes from the previous meeting**
  1. Minutes from the April 16th meeting.
- IV. General Agenda Items for Consideration**
  1. Review the Revenue and Expense report.
  2. Food Truck-a-Palooza update
  3. 250th City Celebration plans - update
  4. 250th City Banners - update
  5. Future events and opportunities - discussion/update
  6. Chamber of Commerce - update
  7. LCED - update
- V. Monthly Reports and Updates**
  1. Monthly Report & Statistical Analytics - Social Media Specialist Savall
  2. Consider placing monthly reports on file
- VI. Date and Time of Next Meeting - Thursday, June 18th at 5:15 pm**
- VII. Adjournment**

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**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.*

CITY OF MERRILL  
 REVENUE & EXPENSE REPORT (UNAUDITED)  
 AS OF: APRIL 30TH, 2026

26 -Reserved - Non-Lapsing  
 M&C - Cable/Video

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<b>REVENUES</b>					
=====					
<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
<b>EXPENDITURES</b>					
=====					
<u>Personnel Services</u>					
55305-01-21000 Wages-Perm-Regular	38,081.00	146.60	257.20	0.68	37,823.80
55305-01-51000 Social Security-Medicare	2,913.00	11.22	43.35	1.49	2,869.65
55305-01-52000 WRS-Retirement	2,742.00	10.55	40.79	1.49	2,701.21
55305-01-55000 Life Insurance	72.00	0.57	0.57	0.79	71.43
TOTAL Personnel Services	43,808.00	168.94	341.91	0.78	43,466.09
<u>Supplies &amp; Expenses</u>					
55305-03-10000 Office Supplies	100.00	0.00	0.74	0.74	99.26
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	25,037.76	48.66	26,412.24
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TOTAL EXPENDITURES	95,258.00	168.94	25,379.67	26.64	69,878.33
REVENUES OVER/(UNDER) EXPENDITURES	19,066.00	( 168.94)	( 6,856.18)	0.00	25,922.18

CITY OF MERRILL  
 REVENUE & EXPENSE REPORT (UNAUDITED)  
 AS OF: APRIL 30TH, 2026

26 -Reserved - Non-Lapsing  
 MFG - Events

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<b>REVENUES</b>					
=====					
<u>Miscellaneous Revenues</u>					
45324-48500 MFG Events-Donations	0.00	1,600.00	5,100.00	0.00	( 5,100.00)
45324-48525 Food Truck-Spot Rentals	0.00	150.00	1,635.00	0.00	( 1,635.00)
45324-48550 MFG Events - Grants	0.00	0.00	0.00	0.00	0.00
45324-48725 Craft Show Revenues	0.00	150.00	1,185.00	0.00	( 1,185.00)
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	1,900.00	7,920.00	0.00	( 7,920.00)
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TOTAL REVENUES	0.00	1,900.00	7,920.00	0.00	( 7,920.00)
<b>EXPENDITURES</b>					
=====					
<u>Supplies &amp; 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	1,900.00	6,832.25	0.00	( 6,832.25)

## **April 2026 Social Media Analytics**

### **April Page Reach/Views: 191,450 ( Up 81 %)**

- *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: 117**

**Cumulative Facebook Page Likes: 4,666**

**Link Clicks on page - 102**

### **Content (Most Popular by Reach)**

1. FTP cost info ( Reach 37,354; Likes, Reactions, Comments and Shares 349)
2. Corey's Birthday Post (Reach 12,431; Likes, Reactions, Comments and Shares:123)
3. Brickner Reel/Post (Reach 11,749; Likes, Reactions, Comments, shares and link clicks: 180)
4. We are hiring (Reach 11,555; Likes, Reactions, Comments and Shares: 23)
5. VanHoffKo (Reach 7,609; Likes, Reactions, Comments and Shares: 452)

### **LinkedIn -**

We currently have 53 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
<b>April 2026</b>	<b>0</b>	<b>152</b>	<b>126</b>	<b>2522</b>	<b>1402</b>	<b>797</b>	<b>434</b>	<b>204</b>	<b>148</b>

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

**May 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- we are still at a standstill. We will be trying another way this week.  
Attended and helped set up and take down at the LCEDC Summit.  
Passed out Papers for City of Merrill Flowers

**Social Media -**

I have been getting May events in the Calendar and working on April happenings as well.  
Keeping an eye on posts in groups and on newsfeed

**Marketing Opportunities**

Upcoming events for promotion-

Banner program for 250th  
Video Posts  
Memorial Day Event at Expo  
Rodeo  
Fourth of July  
Labor Day