



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, JUNE 18, 2026

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

To attend remotely call 567-297-2921 PIN 852 698 481 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. Minutes from the May 21st meeting.

III. General Agenda Items for Consideration

1. Review the revenue and expense reports.
2. Discuss marketing strategies and review the marketing direction.
3. Discuss banners with Veterans and First Responders for the City in cooperation with the VFW.
4. Discuss Labor Day festivities - decorating contest winner announcement, dress-up contest winners in conjunction with the VFW pin-up contest.
5. Chamber of Commerce update
6. Lincoln County Economic Development 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, July 16th at 5:15 pm

VII. Adjournment

Merrill City Hall is accessible to the physically disadvantaged. If special accommodations are needed, please contact Merrill City Hall at (715) 536-5594.

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, MAY 21, 2026 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Meyer called the meeting to order at 5:15 pm
Present: D3 Alderperson Meyer, D5 Alderperson Holdorf
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall,
City Administrator Akey, City Clerk Anderson-Malm, LCED Sarah Guild
Excused: Scott Steele, Director Chamber of Commerce Sarah Brooks
Absent: D4 Alderperson LaDonna Fermanich
- II. **Public Comment** There was no public comment.
- III. **Consider approving minutes from the previous meeting**
 1. **Minutes from the April 16th meeting.** - (D3 Alderperson Meyer/D5 Alderperson Holdorf) motion/second to place minutes on file. The motion passed.
- IV. **General Agenda Items for Consideration**
 1. **Review the Revenue and Expense report.** - (D3 Alderperson Meyer/D5 Alderperson Holdorf) motion/second to approve. The motion passed.
 2. **Food Truck-a-Palooza update** - SMS Savall gave an update. There were approximately 632 wristbands sold to people who wanted to purchase beer. There were approximately 1,050 wristbands purchased for the bounce houses. There were 35 food trucks and some of the trucks sold out of items. There were 45 craft and non-profits there. The ATM went through \$8,800 in cash. The weather was great! Next year SMS Savall will be looking to hire people to take care of the garbage and bathrooms. Alderperson D3 Meyer suggested help with parking; possibly a non-profit group. Next year's event is scheduled for May 15th.
 3. **250th City Celebration plans - update** - SMS Savall mentioned Ace Hardware ordered more flowers to accommodate the red, white and blue theme. A decorating contest for homes and businesses will take place with the winners being announced at the Labor Day Car Show.
 4. **250th City Banners - update** - CA Akey said 40 banners were ordered and will be concentrated at the City entrances. There will be no business names on these banners but businesses will be asked to donate towards them. The banners will be up for 2-3 months. Next year, they will go through a different company for banners.
 5. **Future events and opportunities - discussion/update** - SMS Savall mentioned the banner program, Memorial Day Event, videos on FB, VFW Memorial Day Event, the Rodeo and the Fair coming up as well as the Labor Day parade and car show.

6. **Chamber of Commerce - update** - Chamber Executive Director Sarah Brooks was not present at the meeting. SMS Savall gave the update. June 1st is the golf outing. There are currently \$7,000 in donations toward the Christmas decorations. Duncan Donuts is scheduled to open on June 12th. Sip and Stroll will take place with businesses on October 17th.
7. **LCED - update** - LCEDC Sarah Guild provided an update. The Economic Summit was held in April with 119 participants. Most of the participants were within an hour of Merrill. She thanked Hallie for all of her and her husband's work before and after the event. Positive feedback has been received. The 2027 event will be in Tomahawk. She mentioned summer is their slow time so she is working on projects and ideas. The new location is the former adult charter school in front of Fre Marq.

V. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - SMS Savall's reports were in the packet. She mentioned FB reaches and views are over 100,000. She also wanted to correct some rumors that were on FB regarding the Food Truck-a-Palooza. That event is not paid for by the City or taxpayers. The sponsors, vendors, and food trucks help pay for the event. She is working on other events for the future and answered questions from the committee.
2. **Consider placing monthly reports on file** - (D5 Alderperson Holdorf/D3 Alderperson Meyer) motion/second to place monthly reports on file. The motion passed.

VI. Date and Time of Next Meeting - Thursday, June 18th at 5:15 pm

- VII. Adjournment** (D5 Alderperson Holdorf/D3 Alderperson Meyer) 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: MAY 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	17,814.40	36,337.89	40.38	53,662.11
TOTAL Licenses and Permits	90,000.00	17,814.40	36,337.89	40.38	53,662.11
<hr/>					
TOTAL REVENUES	114,324.00	17,814.40	36,337.89	31.79	77,986.11
EXPENDITURES					
=====					
<u>Personnel Services</u>					
55305-01-21000 Wages-Perm-Regular	38,081.00	0.00	257.20	0.68	37,823.80
55305-01-51000 Social Security-Medicare	2,913.00	0.00	43.35	1.49	2,869.65
55305-01-52000 WRS-Retirement	2,742.00	0.00	40.79	1.49	2,701.21
55305-01-55000 Life Insurance	72.00	0.00	0.57	0.79	71.43
TOTAL Personnel Services	43,808.00	0.00	341.91	0.78	43,466.09
<u>Supplies & Expenses</u>					
55305-03-10000 Office Supplies	100.00	40.00	40.74	40.74	59.26
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	3.60	48.60	0.00	(48.60)
TOTAL Supplies & Expenses	51,450.00	43.60	25,081.36	48.75	26,368.64
<hr/>					
TOTAL EXPENDITURES	95,258.00	43.60	25,423.27	26.69	69,834.73
REVENUES OVER/(UNDER) EXPENDITURES	19,066.00	17,770.80	10,914.62	0.00	8,151.38

CITY OF MERRILL
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: MAY 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	2,550.00	7,650.00	0.00	(7,650.00)
45324-48525 Food Truck-Spot Rentals	0.00	0.00	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	100.00	1,285.00	0.00	(1,285.00)
45324-48750 Event Revenues	<u>0.00</u>	<u>1,516.00</u>	<u>1,516.00</u>	<u>0.00</u>	<u>(1,516.00)</u>
TOTAL Miscellaneous Revenues	0.00	4,166.00	12,086.00	0.00	(12,086.00)
<hr/>					
TOTAL REVENUES	0.00	4,166.00	12,086.00	0.00	(12,086.00)
EXPENDITURES					
=====					
<u>Supplies & Expenses</u>					
55324-03-40000 MFG-Food Truck Expenses	0.00	6,302.15	7,389.90	0.00	(7,389.90)
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	6,302.15	7,389.90	0.00	(7,389.90)
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TOTAL EXPENDITURES	0.00	6,302.15	7,389.90	0.00	(7,389.90)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(2,136.15)	4,696.10	0.00	(4,696.10)

2025–2026 City of Merrill Marketing Strategy Summary

Over the past year, the City of Merrill focused on building a stronger community presence through digital engagement, event promotion, tourism messaging, transparency, and resident connection. The overall strategy emphasized showcasing Merrill as an active, welcoming, family-oriented community while increasing awareness of city programs, parks, events, and local opportunities.

A major component of the strategy centered around social media growth and engagement through the City’s official Facebook page and digital communications efforts. The City consistently shared community updates, event promotions, seasonal recreation opportunities, economic development messaging, and public information.

Key Marketing Goals

The City’s marketing efforts focused on several core objectives:

- Increasing community engagement and civic pride
- Promoting Merrill as a destination for recreation, tourism, and family life
- Expanding awareness of city services, programs, and initiatives
- Supporting attendance at local events and festivals
- Enhancing transparency and communication with residents
- Building a consistent and recognizable City brand

Social Media & Video Strategy

A strong emphasis was placed on visual storytelling and community-focused content. During the year, the City created and shared:

- Community event promotions
- Seasonal recreation highlights
- Resident and volunteer appreciation posts
- Public service announcements
- Economic and quality-of-life messaging
- Interactive Facebook posts and reels

In addition, the City developed **33 short-form videos/reels** designed to increase engagement, improve reach, and grow the City’s online audience. These videos highlighted:

- Parks and recreation
- Community events
- Local businesses and attractions
- Volunteerism and community pride
- Family-friendly activities
- Tourism and “Experience Merrill” branding

The use of reels and short-form video content helped modernize communication efforts and reach broader audiences organically through social media engagement.

Community Branding & Tourism Promotion

The City continued strengthening the “Experience Merrill” brand by promoting Merrill as a place offering:

- Outdoor recreation
- Family-friendly living
- Small-town charm
- Economic opportunity
- Community connection

Marketing materials highlighted parks, trails, aquatic facilities, festivals, schools, local businesses, and community amenities.

Event Marketing & Community Engagement

Significant effort was placed on promoting community events and encouraging participation. Marketing campaigns supported initiatives such as:

- Food Truck-a-Palooza
- Parks & Recreation programming
- Seasonal celebrations
- Community contests and civic engagement activities
- Aquatic center announcements
- Holiday and tourism-related promotions

These efforts aimed to increase attendance, strengthen community involvement, and support local organizations and businesses.

Public Information & Transparency

The City also enhanced communication accessibility through:

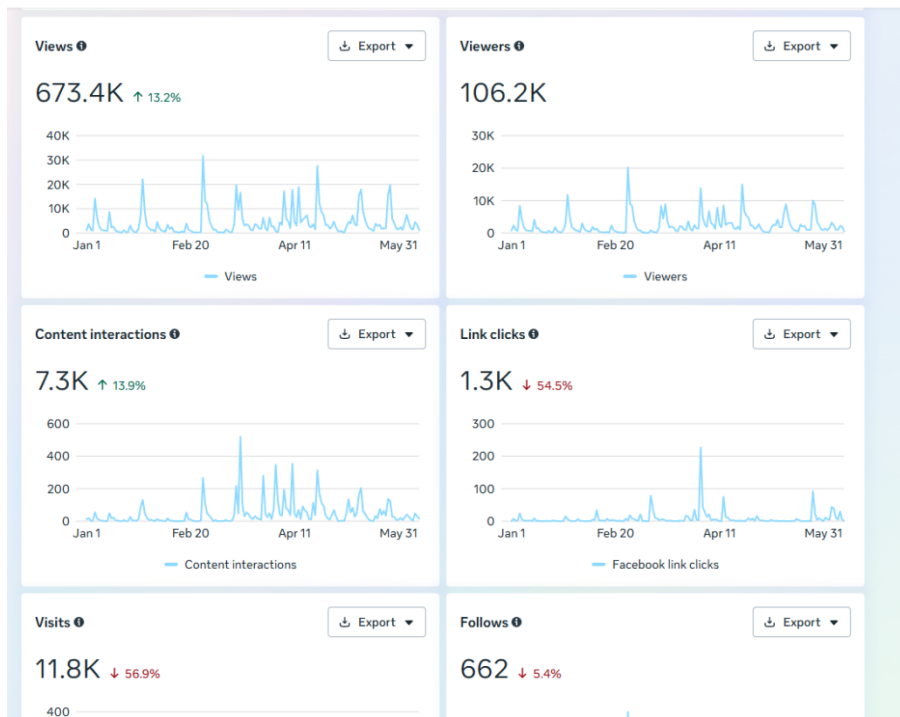
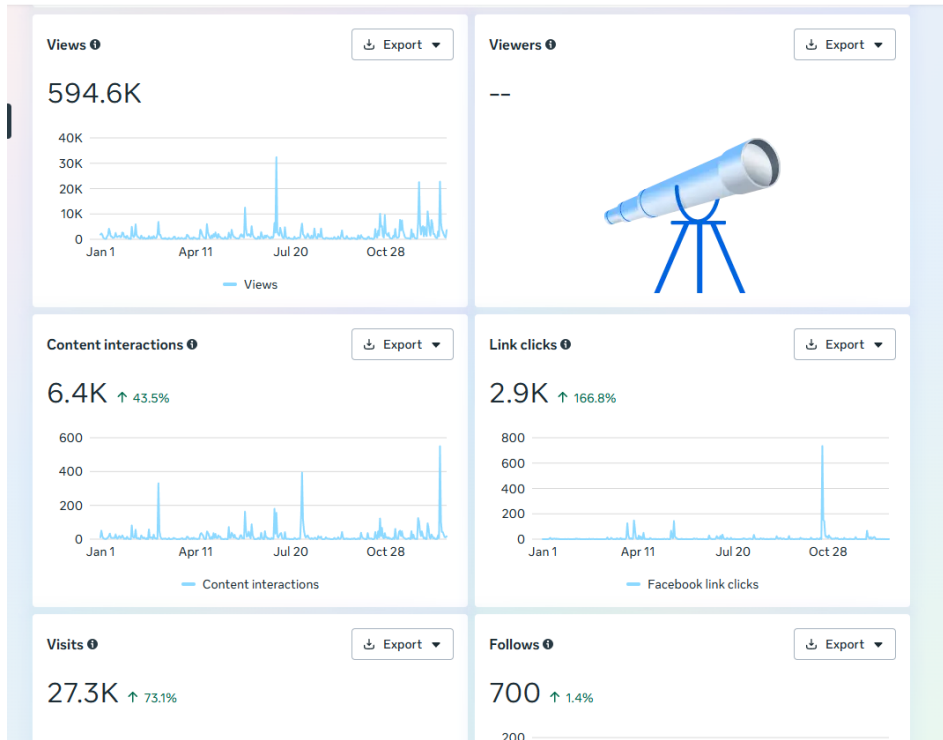
- Website updates
- Public meeting information
- Agendas and minutes access
- Community announcements
- Departmental communications
- CivicClerk public portal resources

This supported greater transparency and easier access to public information for residents.

Overall Outcomes

The City's marketing strategy successfully expanded digital engagement, increased visibility of community events and programs, and strengthened Merrill's identity as an active and welcoming community. By combining consistent branding, community storytelling, video content, and public communication efforts, the City continued building stronger connections with residents, visitors, businesses, and community partners.

B.





Front View



Back View



DISPLAYSALES

Sales Specialist: Lori
Artist: Brian

Not an accurate representation of color or resolution

PROOF RESPONSIBILITY

Every effort has been made to create this proof accurately. We request that you review this proof carefully. Please review size, spelling, designation of ink color, and the placement of the design on the product.

ANY CRITICAL COLORS MUST HAVE A PMS NUMBER ASSIGNED.

Display Sales cannot guarantee colors called out as CMYK or other formats. The appearance of colors may vary depending on your computer screen, the fabric, or printing process.

TO APPROVE THIS PROOF you may either *reply to the proof email* saying that you approve of a specified proof (e.g., "I approve of Proof A"), or print, sign, and return it via email or fax. We also accept Adobe E- Signatures.

ALL CUSTOM WORK IS A FINAL SALE. Printing trade customs relieve Display Sales of responsibility if work is printed per customer's approval.

NAME: _____ DATE: _____

FAX to Display Sales at 952-885-0099 **EMAIL** to proofs@displaysales.com

PROOF A 05/27/2026

A26598 Merrill, WI

Product: Custom Pole Banner

Finished Size: 30"w x 60"h

Process: Digital

Media: Vinyl Poly Canvas Other

Assigned Ink Colors: All colors not assigned a PMS number will print in CMYK.

	PMS		PMS
	PMS		PMS
	PMS		PMS

Notes For Production:

3" Pole Pockets
2 Grommets



Front View



Back View



DISPLAYSALES

Sales Specialist: Lori
Artist: Brian

Not an accurate representation of color or resolution

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PROOF B 05/27/2026

A26598 Merrill, WI

Product: Custom Pole Banner

Finished Size: 30"w x 60"h

Process: Digital

Media: Vinyl Poly Canvas Other

Assigned Ink Colors: All colors not assigned a PMS number will print in CMYK.

	PMS		PMS
	PMS		PMS
	PMS		PMS

Notes For Production:

3" Pole Pockets
2 Grommets



Front View



Back View



DISPLAYSALES

Sales Specialist: Lori
Artist: Brian

Not an accurate representation of color or resolution

PROOF RESPONSIBILITY

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NAME: _____ DATE: _____

FAX to Display Sales at 952-885-0099 **EMAIL** to proofs@displaysales.com

PROOF C 05/27/2026

A26598 Merrill, WI

Product: Custom Pole Banner

Finished Size: 30"w x 60"h

Process: Digital

Media: Vinyl Poly Canvas Other

Assigned Ink Colors: All colors not assigned a PMS number will print in CMYK.

	PMS		PMS
	PMS		PMS
	PMS		PMS

Notes For Production:

3" Pole Pockets
2 Grommets



Front View



Back View



DISPLAYSALES

Sales Specialist: Lori
Artist: Brian

Not an accurate representation of color or resolution

PROOF RESPONSIBILITY

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NAME: _____ DATE: _____

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PROOF D 05/27/2026

A26598 Merrill, WI

Product: Custom Pole Banner

Finished Size: 30"w x 60"h

Process: Digital

Media: Vinyl Poly Canvas Other

Assigned Ink Colors: All colors not assigned a PMS number will print in CMYK.

	PMS		PMS
	PMS		PMS
	PMS		PMS

Notes For Production:

3" Pole Pockets
2 Grommets

June 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.
Passed out Papers for City of Merrill Flowers
Created a Home/business decorating contest - winner to be announced Labor Day it is on FB and on the website

Social Media -

I have been getting June events in the Calendar and working on July happenings as well.
Keeping an eye on posts in groups and on newsfeed, helping spread other city department information on our main page.

Marketing Opportunities

Upcoming events for promotion-

Banner program for 250th
Video Posts
Flea Markets at Fairgrounds
City Band and Gazebo Nights
Rodeo
Fourth of July
Fair
Labor Day including Decorating contest.

May 2026 Social Media Analytics

May Page Reach/Views: 148,458 (Down 24 %)

- *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: 114

Cumulative Facebook Page Likes: 4,736

Link Clicks on page - 160

Content (Most Popular by Reach)

1. Summer Pool info (Reach 26,651; Likes, Reactions, Comments and Shares 127)
2. Food Truck (Reach 19,602; Likes, Reactions, Comments and Shares:144)
3. Fireworks (Reach 12,119; Likes, Reactions, Comments, shares and link clicks: 112)
4. Memorial Day Event (Reach 8,588; Likes, Reactions, Comments and Shares: 68)
5. Amy Heimerl Reel (Reach 5,920; Likes, Reactions, Comments and Shares: 100)

LinkedIn -

We currently have 54 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.

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
April 2026	0	152	126	2522	1402	797	434	204	148
May 2026	0	110	95	2272	1310	1039	641	1324	852

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