

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, JUNE 18, 2026 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Meyer called the meeting to order at 5:16 pm
Present: D4 Alderperson Fermanich, D3 Alderperson Meyer
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Mayor Hass, City Clerk Anderson-Malm, VFW rep Corey Dornbrock, VFW Auxillary rep Denni Radloff, Cloe Savall
Excused: Scott Steele, D5 Alderperson Jewell Holdorf, Director Chamber of Commerce Sarah Brooks, LDEC Sarah Guild

- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the May 21st meeting.** - (D4 Alderperson Fermanich/D3 Alderperson Meyer) motion/second to place minutes on file. The motion passed.

- III. **General Agenda Items for Consideration**
 1. **Review the revenue and expense reports.** - (D4 Alderperson Fermanich/D3 Alderperson Meyer) motion/second to approve. The reports were reviewed. Any questions will be asked to Finance Director Ley when she is back in the office. The motion passed.

 2. **Discuss marketing strategies and review the marketing direction.**
- SMS Savall provided information in the packet. The focus is on homes and businesses with the current videos. Hopefully, the videos will encourage other businesses to participate in future videos. If a business closes or leaves Merrill, a question arose if there is a way to contact the business to find out why.

 3. **Discuss banners with Veterans and First Responders for the City in cooperation with the VFW.** - Mayor Hass met with the VFW to discuss banners that include veterans and first responders. The VFW is willing to do the leg work on the banners and the city would install the banners. This is slated for 2027. The banners will be installed in the spring and taken down in the fall. The banners would be approx 2' x 4' and could include a photo of the veteran or first responder. The city/taxpayers would not pay for the banners. Banners would be paid for by a sponsor or family of the veteran or first responder. The cost ranges from \$200 to \$400. This would be for a living or deceased person. The hope is this will be an ongoing campaign. Mayor Hass and SMS Savall will be the liaisons for the program. No further action was taken.

 4. **Discuss Labor Day festivities - decorating contest winner announcement, dress-up contest winners in conjunction with the VFW pin-up contest.** - Mayor Hass and SMS Savall led the discussion. The home and business decorating winners will be announced at the Labor Day

Car Show as well as the dress-up winner. Judging will be from August 28th through September 5th. The deadline for entry is August 21st. Tally sheets will be available on Facebook and at city hall. Mayor Hass will promote the event on the radio. SMS Savall will promote the event on Facebook. The event will also be advertised on the boards by the Chamber of Commerce and at the MARC. Letters will be sent to local churches to ring their church bells at 1:00 pm on the 4th of July.

5. **Chamber of Commerce update** - There was no formal report.
6. **Lincoln County Economic Development update** - Sarah Guild will be available to do a recap at the next meeting.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - SMS Savall provided reports in the packet. She highlighted some of the items, including that there are more views than last year at this time. A graph will be added to the reports quarterly.
2. **Consider placing monthly reports on file** - (D4 Alderperson Fermanich/D3 Alderperson Meyer) 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, July 16th at 5:15 pm The July meeting will be call of the chair.

VII. Adjournment (D4 Alderperson Fermanich/D3 Alderperson Meyer) motion/second to adjourn. The motion passed. The meeting adjourned at 5:54 pm.

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