



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY OCTOBER 20, 2022

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 414-436-8864 PIN 983 387 339 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. Consider approval of September 22 meeting minutes
- III. Merrill's Logo and Branding:
 1. Consider possible action from the October 17th Committee of the Whole meeting.
 2. Discuss Merrill Brand Guide and new logo usage.
- IV. Marketing & Communications update:
 1. Monthly Report - Communications Specialist Kuczmarski
 2. Survey Card
 3. Social Media Report
- V. Public Comment
- VI. Next meeting date and time:
 1. Next regular meeting, Thursday, November 17 at 5:15 PM
- VII. Adjournment

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, September 22, 2022 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.**

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich, John Greenwood, Renea Frederick, Sarah Sturm, Communications Specialist - Chantel Kuczmarski

Absent: Gene Bebel, Dan Wendorf, Tammie Mrachek

Also Present: Scott Steele from Church Mutual Insurance (remote), City Administrator Dave Johnson, City Clerk Lori Anderson-Malm, City Attorney Tom Hayden, Patty Procknow and Merrill Productions Camera Operator.

I. Chair Blake called the meeting to order at 5:15 PM.

II. **Minutes of previous meeting** – August 18, 2022:

Aldersperson Fermanich made a motion to approve the minutes from August 18, 2022. Aldersperson Weix seconded and the motion carried.

III. **Merrill's Logo and Branding:**

1. Feedback on the City Logo survey

Communications Specialist Kuczmarski discussed the results of the survey. She stated the tag line "More to Life" was difficult for people to understand from the feedback she received. Scott Steele said marketing with photos should make the tag line easier to explain. Communications Specialist Kuczmarski and Scott Steele will present the logo to the October Common Council.

A motion was made by Aldersperson Weix to accept the logo as presented and refer this to the Common Council in October. Aldersperson Blake seconded and the motion carried.

IV. **Communications Specialist agreement**

1. Discussion and recommendation to Personnel & Finance regarding the Communications Specialist agreement

City Clerk Anderson-Malm explained this was on the agenda per Mayor Hass's request. The agreement did not go through the committee process and was not signed by the Mayor and City Clerk after approval.

Aldersperson Weix made a motion to approve the agreement and recommend it to the Personnel & Finance Committee. Aldersperson Fermanich seconded and the motion carried.

V. **Discuss 2023 budget**

A handout with the budget information was provided at the meeting. Chair Blake read the items on the budget for Scott Steele since he was attending remotely.

Aldersperson Weix made a motion to recommend and approve the Marketing & Communications 2023 budget of \$110,800 and send it to the October Committee of the Whole Budget session. Aldersperson Fermanich seconded and the motion carried.

VI. Marketing & Communications update:**1. Monthly Report – Communications Specialist Kuczmarski**

Communications Specialist Kuczmarski's report was in the packet however, Chair Blake asked her to give a further explanation regarding her activities.

2. Social Media Report

Communications Specialist Kuczmarski's report was in the packet. She mentioned numbers on Facebook are down from the previous month. The new Tractor Supply store opening generated a large number of views the previous month.

VII. Public Comment

There was no public comment

VIII. Next meeting date and time:

The next regular meeting will be Thursday, October 20 at 5:15 PM

IX. Adjournment

Aldersperson Weix made a motion to adjourn. Aldersperson Fermanich seconded and the motion carried. The meeting was adjourned at 5:49 PM.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm

Attachment: 2022-09-22 M&C Minutes (9320 : Consider approval of September 22 meeting minutes)



Merrill Wisconsin

Brand Guidelines

UPDATED | OCTOBER 2022

DRAFT

Introduction

We all play an important role in helping protect and preserve our distinctive identity.

These brand guidelines provide the fundamental elements for implementing consistent, accurate and purpose-driven communication at every touchpoint people have with our brand.

Materials other than standard templates (letterhead, envelopes, PowerPoints, etc.) that utilize any element(s) of the Merrill logo and/or identity must be reviewed and approved by the Marketing Communications Committee.

For questions or assistance, please contact the Marketing Communications Committee: Rick.Blake@ci.merrill.wi.us.

Vision Statement for City Government

Merrill will be recognized as a welcoming city with a safe and diverse community, vibrant and sustainable economy, and a comfortable quality of life for all.

Mission Statement for City Government

To enrich quality of life through innovative, consistent and efficient City services and strong partnerships with citizens, businesses and key stakeholders.

Values Statements for City Government

Partnership: Work together to get things done in a collaborative and respectful manner.

Integrity: Act with transparency and be accountable for what we do and say.

Service: Provide professional, respectful service to those who live, work or visit.

Sustainability: Make decisions with an understanding of their impact on the environment, people, community and finances.

Diversity and Inclusion: Embrace the traits and characteristics that make people unique and provide a sense of belonging and support within our community.

Brand Purpose

Develop a strong brand image that focuses on a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Core Pillars

PRIMARY



LIFESTYLE/WORKSTYLE
INTEGRATION



OUTDOORS

SECONDARY



FAMILY



EDUCATION



COMMUNITY



AFFORDABILITY

Brand Vision

Merrill will be recognized as providing a fulfilling lifestyle experience to generate interest in and connection to a small-town environment.

Brand Positioning Statement

For those seeking a balanced integration of lifestyle and workstyle,

Merrill offers residents, businesses and visitors

fulfilling, natural and authentic experiences.

These experiences are achieved through a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Personality

Neighborly

Especially welcoming, helpful, friendly and kind.

Outdoorsy

Enjoy existing with nature through recreational four-season outdoor activities.

Hard-working

Exhibit a strong work ethic of energy, commitment and passion.

Brand Attributes

Authentic

Unpretentious – unaffected, sincere, respectful.

Natural

Existing with nature – four season beauty and activities.

Small Town Charm

A simpler life – family and community friendly, play is as important as work.

Brand Promise

Merrill delivers an authentic experience that is achieved through a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Narrative

A simple, fulfilling lifestyle.

Brand Appeal

Glaciers left our region with its amazing natural beauty, alive today in forests, fields, lakes and rivers. Combined with the neighborly, outdoor-loving people who have truly shaped our region into a modern wonderland of work and play, we will appeal to our target audience, inviting them to consider visiting or living and working in Merrill.

Brand Story

A simple, fulfilling lifestyle.

A place rich in experiences and small-town charm, Merrill is unlike any other area in the country. Located in North Central Wisconsin, it provides More to Life – a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Discover a host of four-season activities for outdoor enthusiasts. You'll find open bike and hiking paths, canoeing and kayaking waterways, local parks, fishing spots, hunting, snowmobile and UTV trails and a host of winter activities, including cross-country and downhill skiing and snowshoeing – offering more ways to enjoy the natural beauty of the region and the spirit of adventure.

Discover more ways to enjoy life as you experience the openness and authenticity of our small town, distinctive local bakeries and cafes, unique shops and local festivals and events.

Discover the importance of our heritage, open your mind and expand your knowledge about Merrill's significant contribution to Wisconsin. Merrill offers a history and tradition deeply rooted in Indigenous Peoples as stewards of the land, a prosperous logging industry and a commitment to our natural resources.

Discover a wonderful place to raise your family with access to a strong education system, one-of-a-kind college scholarship program and a diversity of job and career opportunities.

More to Life captures the emotional engagement of visiting or living and working in Merrill and will connect with the type of visitors we are trying to draw to the area.

Logo

“Merrill” is bold and friendly. The lower-case treatment reflects our small-town charm and welcoming community.

The flowing, modern “m” reflects our amazing natural beauty. The green symbolizes our forests and fields. The blue symbolizes our lakes and rivers. The playfulness represents our vibrant community.



Logo and Tagline

Tagline: More to life.

- Reinforces the “balance of life and work integration” attraction important to our target audience.
- Merrill offers extraordinary life/work integration with terrific career options, quality of life, outdoor recreation and friendly community.
- Promises that they will get more out of their life here in Merrill.
- More to Life captures the emotional engagement of visiting or living and working in Merrill and will connect with the type of visitors we are trying to draw to the area.



Logo & Usage

The visual manifestation of our brand is often the first thing people see and therefore forms the first impression they have of Merrill. Using these elements consistently across all brand touchpoints will ensure that impression makes a positive impact.

STAND-ALONE LOGO

Full-Color



ALTERNATE STAND-ALONE LOGO

Reverse



Black



CORRECT USE

This stand-alone logo may be used with or without the tagline.

Sizing: To ensure the legibility of the logo, it must not be used at a size smaller than 1.0" (25.5 mm) or 70 pixels wide.

To establish the prominence of the logo, there must be an area of clear space around it (the "Safe Zone"). This space is determined by the 'x' height of the lower case letters.

Colors: Depending on the application, the logo can be reproduced in three different ways:

Color (preferred):

- Deep blue: PMS 301 CMYK 100, 72, 27, 12 RGB 0, 73, 135
- Light green: PMS 351 CMYK 38, 8, 1, 0 RGB 151, 202 235
- Light blue: PMS 291 CMYK 36, 0, 35, 0 RGB 160, 226, 186

Reverse

- Merrill: 100% white
- Left "m": 30% black
- Right "m" 20% black

All Black:

- Merrill: 100% black
- Left "m": 30% black
- Right "m" 20% black

Reverse Color: Do not print reverse color

For printing on dark backgrounds, the reverse logo must be used.

Logo and Tagline Usage

This tagline is ALWAYS to be used in conjunction with the Merrill logo – it should never be used by itself. When space allows, especially on external documents, the lock-up logo should be used in lieu of the stand-alone Merrill logo.

LOGO LOCK-UP

Full-Color



ALTERNATE LOGO LOCK-UP

Reverse



Black



CORRECT USE

This stand-alone logo may be used with or without the tagline.

Sizing: To ensure the legibility of the logo, it must not be used at a size smaller than 2.5" (64 mm) or 180 pixels wide.

To establish the prominence of the logo, there must be an area of clear space around it (the "Safe Zone"). This space is determined by the 'x' height of the lower case letters.

Colors: Depending on the application, the logo can be reproduced in three different ways:

Color (preferred):

- Deep blue: PMS 301 CMYK 100, 72, 27, 12 RGB 0, 73, 135
- Deep green (tagline): PMS 348 CMYK 97, 22, 100, 9 RGB 0, 131, 62
- Light green: PMS 351 CMYK 38, 8, 1, 0 RGB 151, 202, 235
- Light blue: PMS 291 CMYK 36, 0, 35, 0 RGB 160, 226, 186

Reverse

- Merrill and tagline: 100% white
- Left "m": 30% black
- Right "m": 20% black

All Black:

- Merrill and tagline: 100% black
- Left "m": 30% black
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Reverse Color: Do not print reverse color

For printing on dark backgrounds, the reverse logo must be used.

Incorrect Logo and Tagline Usage

In order to maintain integrity of the brand, please review these examples of incorrect usage. This is not an exhaustive list, but a guideline to help use the logo and tagline correctly.

DO NOT remove, modify or recreate any element of the logo.

DO NOT stretch, skew, pixelate or distort the appearance of the logo.

DO NOT reproduce the logo on top of busy graphic images or textures, competing colors or a background that does not have substantial contrast.

DO NOT reproduce the logo using any unauthorized colors or rearrange the colors on the logo.

Original Photography Style

When shooting or using original photography, the photos should represent a real day-in-the-life of our community. The photos should capture the emotional essence of our brand. People should not be “posed.” They should seem like they don’t even know the camera is there.

Stock Photography Style

Like original photography, choose stock photos that represent a real day-in-the-life of our community. The photos should capture the emotional essence of our brand. People should not be “posed.” They should seem like they don’t even know the camera is there.

Illustration Style

When using illustrations, they should represent the vibrancy of our community. Illustrations should use a silhouette style.

Oct. 20, 2022

Marketing & Communications Update – Chantel Kuczmarski

Description: The Communications Consultant is responsible for communications that consistently and adequately inform Merrill community residents and local businesses about issues, programs and initiatives that will have a direct impact on them or their neighborhoods and to regularly engage individuals in open and meaningful dialogue. The Communications Consultant will provide a central point of contact for City internal and external communication efforts.

Community Outreach

- Created and rehearsed keynote speech for Merrill Area Chamber of Commerce banquet.
- Attended Merrill Area Chamber of Commerce banquet.
- Attended MEC's Committee meeting.
- Met with officials at Merrill Area Public Schools - Shannon Murray, Linda Murray and Josh Zalewski
 - Working on establishing a partnership with the City and MAPS for students to create new signage for the City in the Fab Lab. This partnership will save the City money.

Media Relations

- Reached out to media to cover/attend MEC's Fall Craft & Market.
- Did interview with WXPR on new pickleball courts coming to Merrill.
- Created story on new housing and sent to Foto News.
- Sent Foto News statistics on new housing developments in the City for a future story.
- Contacted a blogger/social media influencer to attend Barleyfest.
- Created a press release about the City's new logo and sent to media outlets.
- Did interview with Channel 12 on the City's new logo and branding.
- Met with Jeff Anderson of Travel Wisconsin and Chamber to discuss ways to market Merrill as a destination and learn about grant opportunities.

Website Enhancements

- Working with GovOffice to update the City's website. Participated in meetings with reps.
- Creating content for the site.
- Building photo gallery.
- Working on sitemap of the City's website.

Internal Communications / City Communications

- Worked on 2023 budgeting for the Marketing & Committee; and attended meetings.
- Received contacts for new signage. Will need to get bids to replace signage. (No City Admin to do this.)

- Worked on communications bringing Merrill's More to Life brand to life.
- Worked with staff to post misc. messages on the City's website and Facebook pages. (Ex: street closures, construction, last-minutes meetings, misc. announcements, etc.)
- Met with Ryan Ott to communicate new housing development on Johnson Street. Posted to City's website and Facebook page.
- Created 5-question survey card for Merrill to get feedback from visitors and groups about their experience. To be reviewed by Marketing & Communications Committee.

Photography

- Scheduled/coordinated photo shoot to get photos for City's website, social media platforms, media relations and future marketing materials.
- Had a professional photographer take photos, and Photoshop them at no cost to the City.
- Had professional photographer take drone footage of the City, highlighting TID developments.
- Reached out to local employers to get photos highlighting Merrill's plentiful jobs.
- Need editing software to create video of drone footage. Not available at City Hall.

Misc. Meetings:

- Prepped/attended October's Common Council meeting; gave Powerpoint presentation
- Prepped/attended Personnel & Finance Committee Meeting
- Prepped/attended October's Committee of the Whole Meeting

Digital Marketing

- Met with Spectrum and Chamber to discuss opportunities to market Merrill.
- Created a post on Shrpa's website (partnership with Chamber) to highlight things to do in Merrill and enhance our SEO*. (In simple terms, this means the process of increasing online visibility when people search for products or services related to Merrill.)

Social Media

- Researched various social media management software.
- Created recruitment for Social Media Specialist – worked with Foto News on print ad; and posted to website and Facebook.
- Reached out/answered questions about the Social Media Specialist position to potential candidates.
- Updated the City's LinkedIn page.
- Responded to questions/comments on Facebook.
- See analytics for September 2022.



Welcome to the City of Merrill!

A place rich in experiences and small-town charm, Merrill is unlike any other area in the country. Located in north Central Wisconsin at the confluence of the Wisconsin and Prairie Rivers, Merrill offers *More to Life* – a simple, fulfilling lifestyle, great jobs and a diverse choice of rich and robust activities. We hope your experience was truly unique and special. Please share it with us!

Name: _____
(Optional)

Email address: _____
(Optional)

What brings you to the City of Merrill? _____

What did you like about the City of Merrill? _____

Were there any services or amenities that you would have liked, but were not available?

Did you feel welcome in the City of Merrill? _____

Do you plan to visit the City of Merrill in the future? _____

**Thank you! Please submit completed cards to the Merrill Area Chamber of Commerce,
705 N Center Ave., Merrill, WI 54452**



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**Thank you! Please submit completed cards to the Merrill Area Chamber of Commerce,
705 N Center Ave., Merrill, WI 54452**

Social Media Report – September 2022 (Sept. 1-30, 2022)

Facebook Page Reach: 10.5K (Up 2.5% over the last 30 days)

- *This is the number of people who saw any content from your page (includes posts, stories, ads. *Reach is difference from impressions, which may include multiple views of your posts by the same people.)*

Facebook Page Visits: 1,011 (Up 7.1% over the last 30 days)

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

New Facebook Page Likes: 31 (Down 18.4% over the last 30 days)

Content (Most Popular by Reach)

1. Six lighted pickleball courts will be built in Ott's Park in 2023 (Reach – 5.3K; Reactions, Comments & Shares – 259; Link clicks – 16)
2. MEC Craft & Market (Reach – 3,168; Reactions, Comments & Shares – 124; Link clicks- 10)
3. The Merrill Street Department will be closing Golf Drive (Reach – 2,427; Reactions, Comments & Shares – 48)
4. New housing developments are currently underway on Webster St.... (Reach – 2,184; Reactions, Comments & Shares – 144)
5. Ryan Ott story: For a 10-year stretch, hardly any new homes had been built in the City... (Reach – 2,010; Reactions, Comments & Shares – 170)

Current Audience

- **Facebook Page Followers:** 2.3K
- **Estimates Audience Size:** 221M – 260M

(This is an estimate of how many people may meet your targeting criteria. This is NOT an estimate of how many people will see your ad.)