

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, October 20, 2022 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Alderpersons Rick Blake (Chair), Mark Weix, and LaDonna Fermanich, Communications Specialist - Chantel Kuczmarski, Enrichment Center Director Mrachek, Interim Library Director Ollhoff.

Absent: Gene Bebel, Dan Wendorf, Sarah Sturm, Renea Frederick, John Greenwood

Also Present: Scott Steele from Church Mutual Insurance City Clerk Lori Anderson-Malm, City Attorney Tom Hayden, Steve Sabatke and Merrill Productions Camera Operator.

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

II. **Minutes of previous meeting** – September 22, 2022:

Aldersperson Weix made a motion to approve the minutes from September 22, 2022. Aldersperson Fermanich seconded and the motion carried.

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

1. Consider possible action from the October 17th Committee of the Whole:

Chair Blake started the discussion speaking about two issues. The logo feedback and the Social Media position being cut from the budget. There was lengthy discussion regarding both issues. Scott Steel spoke of the negative comments by turning it into a positive since this showed the power of social media. Aldersperson Fermanich agreed with his take on the Facebook comments.

Aldersperson Weix made a motion to have a town hall at 6:00 PM on Thursday, November 17th for logo and tag line discussion. Chair Blake seconded and the motion carried.

Discussion took place regarding the cut social media specialist position. This item will be brought back to the November 1st Committee of the Whole Budget session.

2. Discuss Merrill Brand guide and new logo usage:

This will be addressed at the December meeting, after the town hall session on November 17th.

IV. **Marketing & Communications update:**

1. Monthly Report – Communications Specialist Kuczmarski

Communication Specialist Kuczmarski's report was in the packet. She highlighted various items.

2. Survey Card

Communication Specialist Kuczmarski noted there was feedback from the survey card. She will meet with the Chamber and will put survey cards in hotels and restaurants. Aldersperson Weix suggested cards be put in the airport terminal. Communication Specialist Kuczmarski asked for thoughts from the committee members regarding the

survey card. It was decided the cards would be handed out after the November 17th meeting.

3. Social Media Report – Communication Specialist Kuczmarski reported on social media and gave information regarding Facebook visits and likes on the City page.

V. **Public Comment**

There was no public comment.

VI. **Next meeting date and time:**

The next regular meeting will be Thursday, November 17 at 5:15 PM with the Town Hall/Forum to follow at 6:00 PM in the Council Chambers.

IX. **Adjournment**

Aldersperson Weix made a motion to adjourn. Aldersperson Fermanich seconded and the motion carried. The meeting was adjourned at 6:24 PM.

Minutes respectfully submitted by,

City Clerk – Lori Anderson-Malm