



CITY OF MERRILL

MARKETING & COMMUNICATIONS

AGENDA • THURSDAY OCTOBER 19, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 530-424-9747 PIN 854 310 132 #

- I. Call to Order
- II. Consider approving minutes from the previous meeting:
 1. September 21 meeting minutes
- III. General Agenda Items:
 1. Review and discuss initial Midwest Communications on-line Marketing:
 - a. Dashboard Report Overview
 - b. Demo of current ads being run by MWC
 2. Discuss and consider extended Midwest Communications Proposal
 3. Discuss and consider rental ad draft for Expo Center for wedding planner
 4. Approve final street banner design
 5. Discuss 2024 Visitor's Guide ad concept
 6. Discuss Tour of Lights - December 13, 2023
 7. Discuss LCEDC (Lincoln County Economic Development Corporation) Marketing Merrill funding request
 8. Discuss next three-month marketing highlights
- IV. Monthly Reports and Updates:
 1. Monthly Reports:
 - a. Monthly Report - Social Media Specialist Savall
 - b. MWC on-line Dashboard Report (as presented earlier)
 - c. Consider placing reports on file
 2. Updates and Future Events:
 - a. May 18, 2024 First Annual Food Truck Dustoff at Merrill Festival Grounds
- V. Public Comment
- VI. Next meeting date: Thursday, November 16 at 5:15 PM
- VII. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, September 21, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Chair Fermanich, Alderperson's Weix and Meyer and Tammie Mrachek. Sarah Sturm, Scott Steele, John Greenwood, Dan Wendorf, Laurie Ollhoff and Renea Frederick were excused.

Also Present: City Clerk Anderson-Malm, Social Media Specialist Savall, Alderperson Sabatke and Merrill Community Media.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes** - Alderperson Meyer made a motion to approve the August 24th meeting minutes. Chair Fermanich seconded and the motion carried.
- III. **General Agenda Items:**
 - 1. Update and discuss 2024 Visitor's Guide** – Chair Fermanich spoke with Jennifer Gartmann regarding the 2023 guide. The City was given space for free for the guide. The committee discussed items to include in the visitor's guide and referenced the 2023 guide. Hallie Savall thought having 2-3 pages made to look like the city street banners and have Welcome to Merrill and the city's story on the banner. Following discussion, it was decided to have a draft at the October meeting.
 - 2. Discuss and consider additional Midwest Communications marketing options** – Chair Fermanich reviewed the information that was handed out at the meeting and explained this would be above the \$1,200/month cost. The committee discussed the additional options for marketing. It was suggested Cameo Roets be invited to the October meeting to answer any additional questions before a decision is made.
 - 3. Update and discussion on applications for WEDC Talent Marketing Grant** – Chair Fermanich and the committee discussed ways to use this grant. No further action was taken.
- IV. **Monthly Reports and Updates:**
 - 1. Monthly Report – Social Media Specialist Savall** – The reports were included in the packet. SMS Savall mentioned the Wedding Planner ad will be included in her October report. There were no questions from the committee.

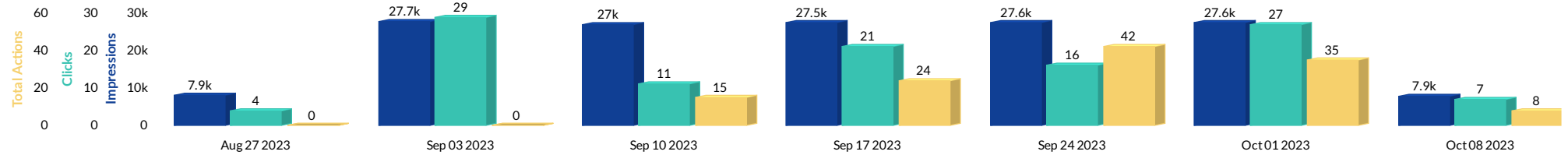
Alderperson Meyer made a motion to place the reports on file. Alderperson Weix seconded and the motion carried.
- V. **Public Comment** - There was no public comment.
- VI. **Next meeting date: Thursday, October 19 at 5:15 pm**
- VII. **Adjournment** – Alderperson Weix made a motion to adjourn. Alderperson Meyer seconded and the motion carried. The meeting was adjourned at 6:08 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm
Marketing & Communications – September 21, 2023

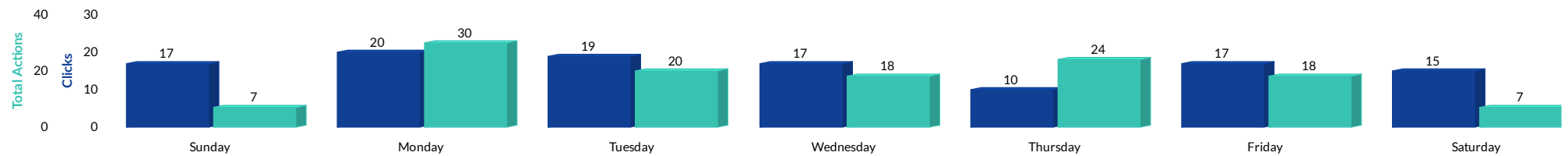
Attachment: 2023-09-21 M&C Minutes (10454 : September 21 meeting minutes)



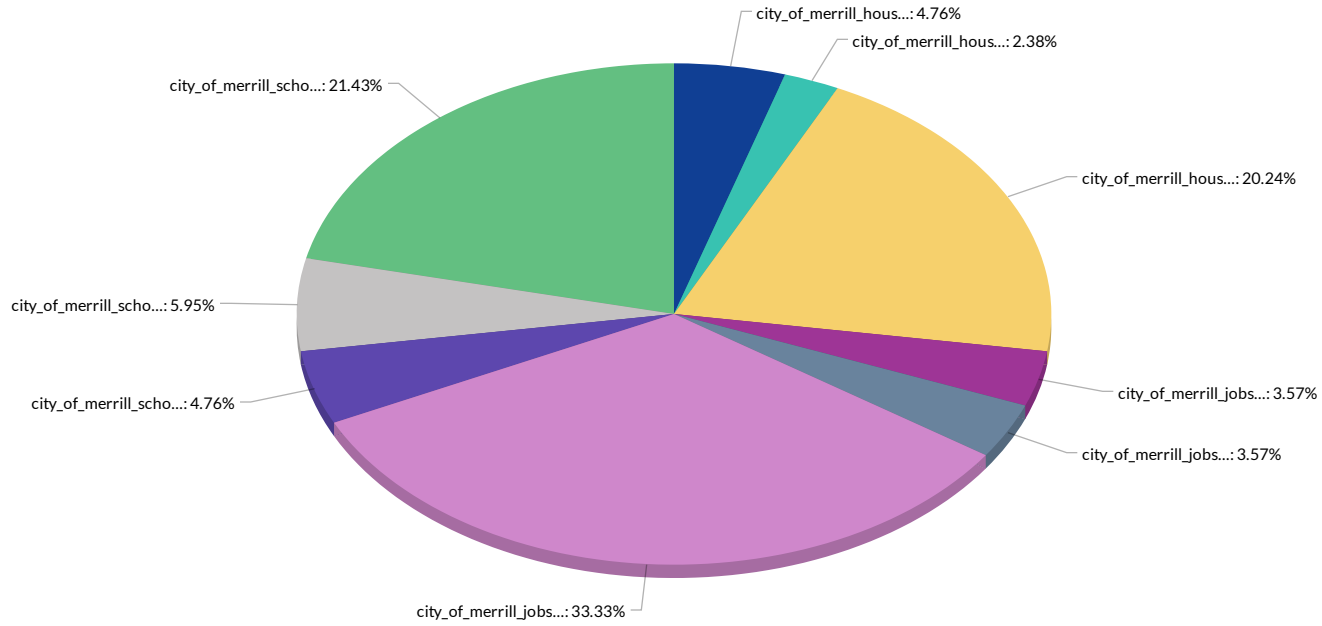
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance





Definitions

- Impressions** - Each ad that was served on a device.
- Clicks** - The number of times an ad was selected by users.
- CTR** - The ratio of users who clicked on an ad that was served to them.

- Actions:**
- Conversions for Search & Keyword tactics are the number of users that were served an ad because they searched with one of your keywords or a keyword was in the content they read. They didn't click the ad, but visited your website on their own.
 - Conversions for Site tactics are the number of users that were served Ads because they visited your website in the past, then return to the site without clicking an ad.
 - Conversions for Geofencing are the number of users that were served an ad because they visited on of your selected geofences and then physically visited your business. These are also know as geo-conversions.

About Tactics

- SRT+KW - Search Retargeting and Keyword - Serving ads to people who are looking up or reading content with keywords that are relevant to your industry. (All Devices)
- Site - Site Retargeting - Serving ads to people who have visited your website. (All Devices)
- Cat - Category Contextual - Serving ads to people who are searching sites or pages relevant to your industry. (All Devices)
- Geofencing - Serving ads to people who have visited a selected area. (Mobile Devices) Addressable Geofencing- Serving ads to people who are on your provided address list. (All Devices)
- Geo-Optimize - Serving ads to anyone and everyone within a specified zip code(s) radius, city, etc. regardless of how they are searching. (All Devices)
- Event - Event Targeting - Serving ads to people who have attended a selected event. (Mobile Devices)

About Cities

- Cities provide a roadmap of where a user is located when an Ad is delivered. While the user is initially identified within a targeted area, Ads are delivered up to 30 days afterward at which time the user could be well away from that location. It is common to see cities outside of a targeted area or expected range.
- Additionally, unknown locations result when users are passing from one defined geographic location to another such as crossing a county line or in flight at the time an ad is delivered.

About Keywords

- Optimized audience keywords are a sign that the campaign is evolving in real-time and represents a group of users that has been identified as having a history of clicking on Ads within this particular category and who are likely to interact with the campaign.
- Contextual keywords are preceded by an exclamation mark. These are related keywords that are within content displayed by search results the user is reading. They are also sign that the campaign is evolving to capture targeted audiences.

About Video

- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos completed divided by the number of videos started
- Videos Full Screened= How many times the ad was turned to full screen; this metric is not available on all data sources and therefore may not be a complete representation.
- Videos Muted= How many times the ad was muted by the user
- Videos Unmuted= How many times the volume on the ad was turned back on after being muted
- Videos Resumed= How many times a paused video was unpaused; this metric is not available on all data sources and therefore may not be a complete representation.

Impressions are not directly correlated with videos started. For various reasons, the advertisement may restart and contribute to the start count, but will not contribute to the impression count. Essentially, one impression can account for multiple video starts. For this reason, it is best to pay attention to the impression counts rather than the start counts. This eliminates any confusion over discrepancies with reporting.

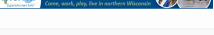
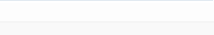
Attachment: Digital Campaign Dashboard (6) (10456 : a. Dashboard Report Overview)

Performance by Tactic

Campaign	⌵	Start Date	End Date	Impressions	Clicks	CTR	Total Act
Wausau_City of Merrill_605015_Display_Geo-Opt		Sep 01, 2023	Aug 31, 2024	53,829	44	0.08%	3
Wausau_City of Merrill_605015_Display_SITE		Sep 13, 2023	Aug 31, 2024	10,390	17	0.16%	9
Wausau_City of Merrill_605015_Display_SRT+KW		Sep 01, 2023	Aug 31, 2024	88,991	54	0.06%	2

Attachment: Digital Campaign Dashboard (6) (10456 : a. Dashboard Report Overview)

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total ⓘ			153,210	115	0.08%	
city_of_merrill_jobs_320x50.jpg	320x50		42,646	28	0.07%	6
city_of_merrill_houses_320x50.jpg	320x50		23,620	17	0.07%	0
city_of_merrill_schools_320x50.jpg	320x50		22,478	18	0.08%	7
city_of_merrill_jobs_728.jpg	728x90		10,860	16	0.15%	2
city_of_merrill_houses_728.jpg	728x90		8,515	6	0.07%	3
city_of_merrill_schools_728.jpg	728x90		7,402	7	0.09%	7
city_of_merrill_jobs_300.jpg	300x250		7,337	3	0.04%	1
city_of_merrill_schools_300x50.jpg	300x50		5,994	5	0.08%	5
city_of_merrill_schools_300.jpg	300x250		5,654	4	0.07%	5
city_of_merrill_jobs_300x50.jpg	300x50		5,488	3	0.05%	1
city_of_merrill_houses_300.jpg	300x250		5,412	4	0.07%	1
city_of_merrill_houses_300x50.jpg	300x50		4,942	2	0.04%	3

Attachment: Digital Campaign Dashboard (6) (10456 : a. Dashboard Report Overview)

city_of_merrill_jobs_160x600.jpg	160x600		703	0	0.00%	3.a
city_of_merrill_houses_160x600.jpg	160x600		508	0	0.00%	2
city_of_merrill_schools_160x600.jpg	160x600		496	0	0.00%	0
city_of_merrill_houses_300x600.jpg	300x600		389	1	0.26%	0
city_of_merrill_jobs_300x600.jpg	300x600		386	1	0.26%	0
city_of_merrill_schools_300x600.jpg	300x600		380	0	0.00%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	79,331	63	6%
Minneapolis	36,812	23	6%
Saint Paul	11,136	5	6%
Wausau	2,066	2	6%
Maple Grove	1,148	0	6%
Eden Prairie	949	1	6%
Lake Villa	742	0	6%
Burnsville	739	0	6%
Merrill	720	1	6%
Round Lake	665	0	6%
Oak Lawn	647	0	6%
Oak Park	593	0	6%
Kenosha	505	0	6%
Minnetonka	497	0	6%
Cicero	475	0	6%
Gurnee	473	0	6%
Coon Rapids	472	2	6%
Grayslake	445	0	6%
Berwyn	444	0	6%
Northbrook	441	0	6%

Attachment: Digital Campaign Dashboard (6) (10456 : a. Dashboard Report Overview)

Keyword Performance

Keyword	Impressions	Clicks	CTR	Total Actions
weather	36,911	25	0.07%	3
retirement	10,018	2	0.02%	1
%21weather	9,704	6	0.06%	1
traffic	7,350	2	0.03%	2
moving	5,826	5	0.09%	4
wildlife	2,796	4	0.14%	3
%21moving	2,376	3	0.13%	3
healthcare	2,209	0	0.00%	3
%21traffic	1,720	0	0.00%	3
retiring	1,381	2	0.14%	3
packing	1,137	1	0.09%	3
%21retirement	964	0	0.00%	3
renting	706	0	0.00%	3
%21wildlife	515	0	0.00%	3
newspapers	469	0	0.00%	3
mental+health	401	0	0.00%	3
%21packing	353	0	0.00%	3
%21newspapers	299	0	0.00%	3
%21healthcare	237	0	0.00%	3
home+improvement	203	0	0.00%	3

Attachment: Digital Campaign Dashboard (6) (10456 : a. Dashboard Report Overview)



Advertising, Marketing and Service Agreement

This Advertising, Marketing and Service Agreement between The City of Merrill and Midwest Communication Inc. sets forth the terms under MWC will provide and perform services and function on behalf of client. Elements of the agreement are summarized below.

Product	Quantity		Total Budget
YouTube	28k – 58k impressions/month	\$1,000/mo	\$12,000
OTT/CTV	18,750 impressions/month	\$1,000/mo	\$12,000
Merrill Mayor Minute & WDEZ Polka Show Radio		\$484/mo	\$5808
			Total Budget: \$29,808

Free Services:

Campaign Setup and Pixel Placement

Free Creative Design for Targeted Display and PPC

Reporting

Testing and Fraud Protection

Midwest Communication will not charge for production or ads created by Merrill

Community Productions.

Targeted Emails are available at a \$1200 per time charge.

Total Cost; \$2,484 per month / 12 months / \$29,808 total investment.

The term of this agreement is _____ 2023 to _____ 2024.

City of Merrill

Signature _____

Date _____

Print Name _____

Title _____

We agree to pay for all advertising placed by us or by our agent, employee, or representative. It is Midwest Communications, Inc. policy to reserve the right to contact the agency/advertiser directly as deemed necessary. Our payment terms are net 30 days and if the account becomes past due we understand and agree that payment made by the agency or advertiser to any firm or person other than Midwest Communications, Inc. shall not constitute payment to Midwest Communications, Inc. We further agree to pay for all collections cost, attorney fees, and court costs incurred in the collection of said accounts, regardless of whether judicial action is taken. A two week advance written cancellation notice is required unless otherwise specified.

Attachment: City of Merrill Agreement 1 (10458 : Discuss and consider extended Midwest Communications Proposal)



3.3.a



BIERMAN BUILDING /EXPO CENTER



Built in 2017, the Bierman Building/Expo Center has plenty of room to accentuate your big day.

The space includes a maximum of **750 people** or up to **500 for a sit-down dinner**, beautiful large restrooms, and an amazing full kitchen!



This amazing **14,000 square feet** center can be rented with or without the kitchen, depending on your needs.

It is close to the highway, with ample parking, this centrally located venue in Merrill, WI is perfect for your **big day!**

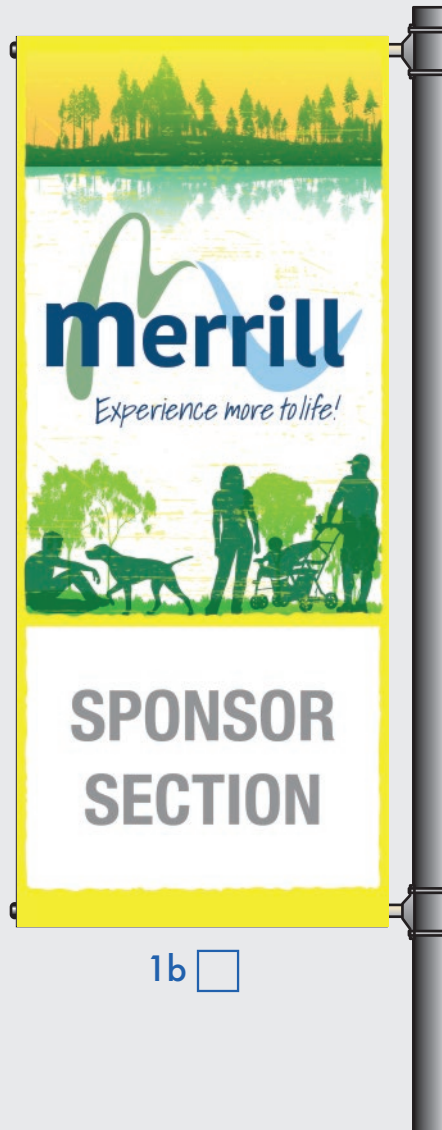


Attachment: Wedding Book '24 Spec Ad (10459 : Discuss and consider rental ad draft for Expo Center for

Below is the proposed City Design for your banner project.
Please note that the colors of the printed banners may vary from those shown in the proof due to the banner material.



1a ☐



1b ☐



1c ☐



1d ☐

Attachment: Merrill, WI Y2_BANNER PROOF email (10460 : Approve final street banner design)



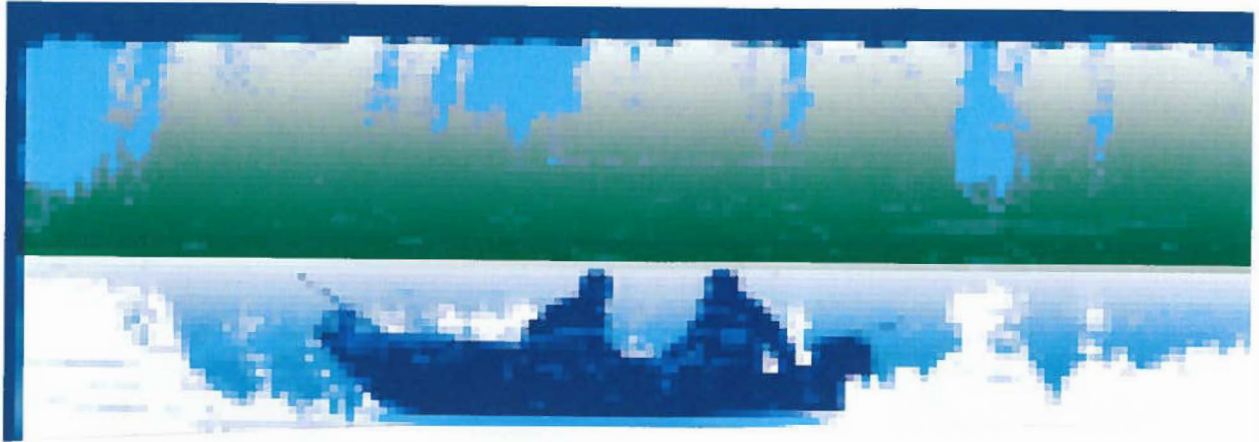
Welcome to Merrill

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, a diverse choice of rich and robust outdoor activities, and beautiful, family-friendly parks and recreation.

We are a great place to raise a family, with an excellent school system and over \$600,000 in scholarships made available by Merrill benefactors to graduating seniors. The T.B. Scott Free Library is housed in a charming historic building with all the amenities of a large city library. Experience unending adventures for youngsters and adults in our many amazing "playgrounds."

Experience more ways to enjoy life as you explore the openness and authenticity of our small town, distinctive local bakeries and cafes, unique shops, and local festivals and events. Our Enrichment Center is dedicated to enhancing lives through social, educational, and wellness opportunities.





Merrill is truly a unique and special place. From endless outdoor activities and plentiful jobs to authentic small-town charm with friendly neighbors, incredible schools, a strong sense of community, and affordable living, Merrill offers a simple, fulfilling lifestyle.

Experience 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.

Experience 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 skiing, snowshoeing, and ice drags - offering more ways to enjoy natural beauty of the region and the spirit of adventure.





Experience 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 fulfilling job and career opportunities.

Come work in Merrill. Fulfill your career aspirations while experiencing a rewarding work/life balance. We offer well-paying jobs in just about every sector, and endless opportunities to start your own business. Stop the long, hectic commute, experience our friendly small-town charm and spend time at one of our many year-round events and festivals.

Merrill is truly a unique and special place. We offer affordable housing for every budget in friendly neighborhoods or on acres of land. You can enjoy our many parks with plenty of areas to have a picnic, take a long walk along the beautiful Wisconsin River, frolic in our waterpark, or explore our local and historical attractions. Our strong sense of community and affordable living offers you a simple, fulfilling lifestyle.





LINCOLN COUNTY ECONOMIC DEVELOPMENT CORPORATION

LINCOLN COUNTY, WISCONSIN

Elsa Duranceau, Executive Director
Lincoln County Economic Development Corporation
801 N. Sales St, STE 200
Merrill, WI 54452
715-539-1025

September 13, 2023

Dear Mr. Rod Akey,

I hope this letter finds you well. I am writing to request financial support of \$40,000.00 on behalf of the Lincoln County Economic Development Corporation (LCEDC) for the purpose of funding a comprehensive marketing campaign for the city of Merrill.

The LCEDC is dedicated to promoting economic growth and prosperity in our community. Over the years, we have consistently worked towards our mission of enhancing the business environment in Merrill and attracting new businesses to our city. However, we believe that an effective marketing campaign is essential to showcase the potential of our city to investors, entrepreneurs, and residents.

The requested \$40,000.00 will be used exclusively for marketing initiatives aimed at boosting Merrill's image as a prime location for businesses and residents alike. Our marketing strategy includes:

- **Digital Marketing:** We will invest in online advertising, search engine optimization (SEO), and social media marketing to create a strong online presence for Merrill. This will make it easier for potential investors and businesses to find information about our city.
- **Print Media:** We plan to develop brochures, pamphlets, and other print materials to distribute at trade shows, conferences, and other relevant events. These materials will highlight Merrill's unique selling points and economic advantages.
- **Website Enhancement:** We will update our website to be more user-friendly, informative, and visually appealing. A well-designed website is crucial for attracting and retaining the interest of businesses and individuals exploring potential investment opportunities.
- **Community Events:** We intend to host community events and workshops that promote Merrill's business-friendly environment and emphasize the benefits of locating to our city.

We plan to coordinate these efforts with the Merrill Area Chamber of Commerce and other local organizations that share similar missions for the area. We believe that with the right resources and strategic partnerships, we can effectively execute this marketing campaign and bring significant economic benefits to Merrill. By attracting new businesses, residents,

and investors, we will create jobs and boost the local economy, ultimately strengthening our community.

We kindly request that you consider our proposal and provide the necessary financial support of \$40,000.00. Your investment in this marketing campaign will have a lasting positive impact on the growth and prosperity of Merrill. We are committed to being transparent and accountable for every dollar invested in this initiative.

If you have any questions or require further information, please do not hesitate to contact me at 715-539-1025 or ecdev.lincolnco.wi@gmail.com. We are open to discussing this proposal in detail and providing any additional information you may require.

Thank you for your time and consideration. We look forward to the opportunity to collaborate with you in enhancing Merrill's economic development through effective marketing.

Sincerely,

A handwritten signature in black ink, reading "Elsa Duranceau". The signature is fluid and cursive, with the first name "Elsa" being more prominent and the last name "Duranceau" following in a similar style.

Elsa Duranceau, Executive Director
Lincoln County Economic Development Corporation

Anderson-Malm, Lori

To: Hallie Savall
Subject: RE: October Monthly report

October 2023 Monthly Report

Social Media Specialist Monthly Report

Tasks - I have been scheduling daily posts for Facebook and posting special announcements as they come in; I have also been working on the ads for the Wedding planner booklet and the Visitor's guide ad we will be using for 2024.

I have started brainstorming for the food truck event that will be held this coming May.

I have met with the Mayor to stay up to date on events and public meetings.

I have met with Cameo and Draco to discuss what we need to be creating for video ads that will be marketed. We are in the process of finding time to get these videos created.

I have met with LaDonna to discuss events happening and where we want to be with Midwe Communications and how we can best work together. I am excited to be a part of this strategy to build Merrill's presence.

Events - I have attended ribbon cuttings, meetings and have been out taking photos of the fall.

Social Media - I have been scheduling posts for October and working on the November calendar looking ahead to future events and adding things people will want to be informed about. I will continue to post on LinkedIn with relevant information and work closely with Nathan and Draco to build our YouTube audience.

Hallie Savall
 Social Media Specialist
 City of Merrill
 (715) 307-7917
Savall.Hallie@gmail.com
 City Hall
 1004 E. First St., Merrill, WI 54452
www.ci.merrill.wi.us



Anderson-Malm, Lori

To: Hallie Savall
Subject: RE: Analytics September new

**Social Media Analytics
 September 1-30, 2023**

Facebook Page Reach: 17,181 (down 37.1%)

- *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.*

Facebook Page Visits: 1,979 (Up 29.5%)

The number of times your Facebook page was visited.

New Facebook Page Likes: 74

Cumulative Facebook Page Likes: 2,801

Content (Most Popular by Reach)

1. Tomahawk Fall Ride (Reach 12,900; Likes, Reactions, Comments and Shares: 534)
2. Pick up dog feces (Reach 2,100; Likes, Reactions, Comments and Shares: 84)
3. Where to put your leaves (Reach 2,000; Likes, Reactions, Comments and Shares: 37)
4. September events (Reach 1,700; Likes, Reactions, Comments and Shares: 33)
5. Colorama post (Reach 1,700 ; Likes, Reactions, Comments and Shares: 28)

LinkedIn -

We Currently have 28 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts will 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 20 subscribers for the Main City Of Merrill YouTube Channel. We have also started a City of Merrill Meetings Channel. There are currently 13 Subscribers of this new page. This is where all recorded meetings will be uploaded for people to watch. We do have people watching each of the meetings that is good.

We have also started Mayor Communication Clips as well. This will be on our main channel and will have any information that Mayor Hass wants to be made public.

We currently do not have paid social media ads.

Hallie Savall
 Social Media Specialist
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