



CITY OF MERRILL

MARKETING & COMMUNICATIONS

AGENDA • THURSDAY SEPTEMBER 22, 2022

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 561-614-0488 PIN 270 413 057 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. Consider approval of August 18th meeting minutes
- III. Merrill's Logo and Branding
 1. Feedback on City Logo survey
- IV. Communication Specialist agreement
 1. Discussion and recommendation to Personnel & Finance regarding the Communications Specialist agreement
- V. Discuss 2023 budget
- VI. Marketing & Communications update:
 1. Monthly Report - Communications Specialist Kuczmarski
 2. Social Media Report
- VII. Public Comment
- VIII. Next meeting date and time:
 1. Next regular meeting, Thursday, October 20 at 5:15 PM
- IX. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, August 18, 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, Dan Wendorf, Chantel Kuczmarski

Absent: Sara Sturm, Tammie Mrachek, Gene Bebel

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

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

II. **Minutes of previous meeting** – July 21, 2022:

Aldersperson Weix made a motion to approve the minutes from July 21, 2022.
Aldersperson Fermanich seconded and the motion carried.

III. **Consider approval of official logo for Merrill's branding**

Scott Steele reported on the official logo. The input from the previous meeting was presented. Two logo options were presented in a handout that was given out at the meeting. The logo options were placed on various applications. Discussion with committee members about both logos took place. The second design option was the favorite of the committee. Scott Steele noted the colors did not read correctly so he will do the appropriate adjustments to get the colors accurate.

The next steps would be two focus groups. Communications Specialist Kuczmarski will take the two logo options to the Community Night Out on August 30th for feedback from the community. The other focus group would be comprised of people outside the community.

The estimate is to have the results of the focus groups presented at the September meeting and forwarding to the Common Council for the October meeting.

IV. **Marketing & Communication Consultant Report**

Communications Specialist Kuczmarski included her report in the packet. She gave a description of the activities she has completed and talked about future activities.

Social Media Report

Communications Specialist Kuczmarski included the social media report in the packet. She has been following the city's Facebook page and reported on those findings.

Attachment: 2022-08-18 M&C Minutes (9205 : Consider approval of August 18th meeting minutes)

V. Public Comment

There was no public comment.

VI. Next meeting date, time and location

The next meeting will be Thursday, September 15 at 5:15 PM in the Council Chambers.

VII. Adjournment

Aldersperson Fermanich made a motion to adjourn. Aldersperson Weix seconded and the motion carried. The meeting was adjourned at 5:35 PM.

Minutes respectfully submitted by,

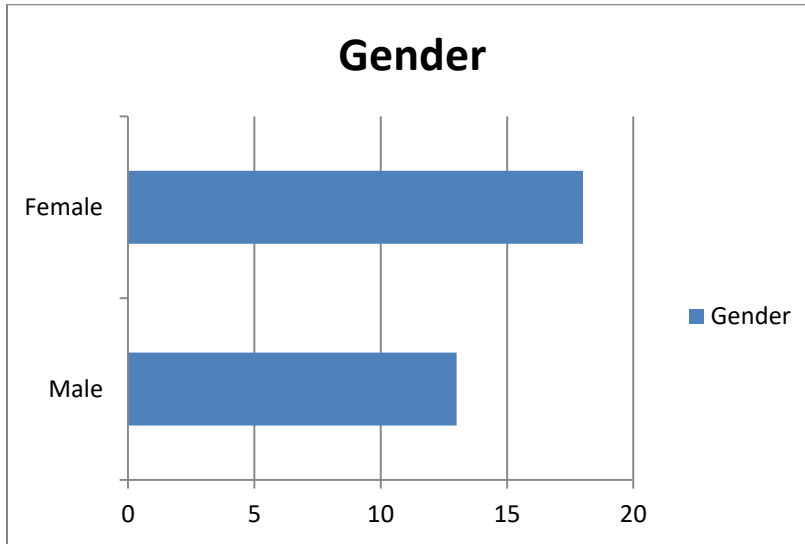
City Clerk – Lori Anderson-Malm

Responses on City's Proposed Logo – (Aged 45 and up, male and female)

- 31 surveys collected at Community Night Out.

Females: 18

Males: 13

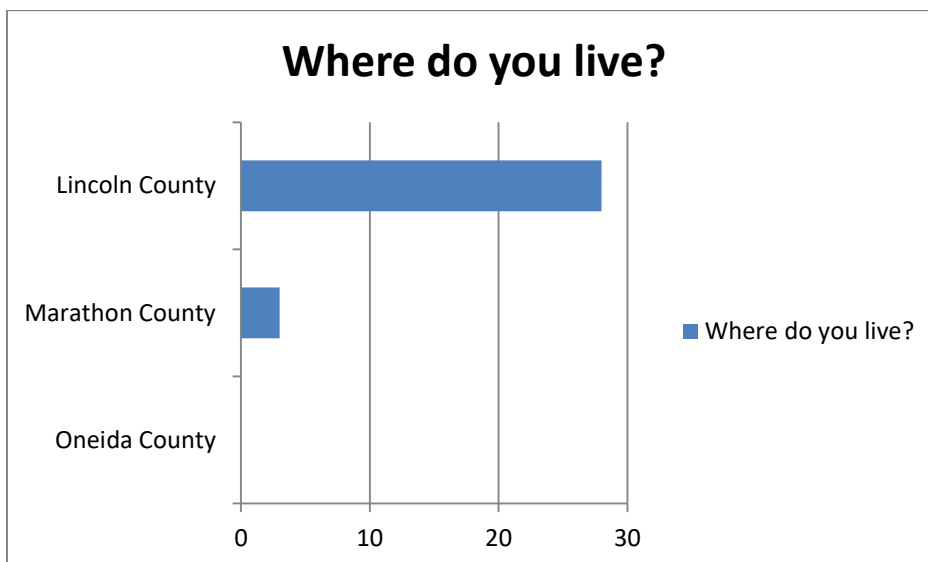


Where do you reside?

Lincoln – 28

Marathon – 3

Oneida – 0



I did not rewrite individual responses, but they were similar to what our target market noted.

1. What part of this logo is your eye drawn to?

2. What comes to mind when you look at this logo?

3. What comes to mind when you read the tagline, *More to Life*?

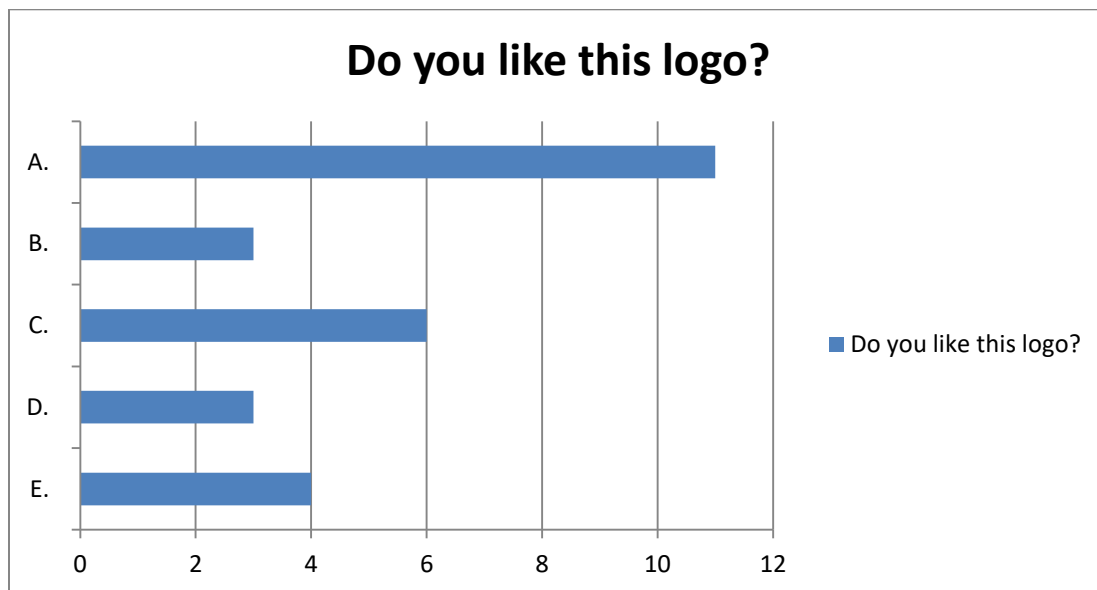
4. What do you think the following green and blue represent in the “M” behind our name?

Four respondents did not complete the multiple choice questions, as they forgot to turn the page.

[Scoring: A = most favorable, E= dislike very much; or not all.]

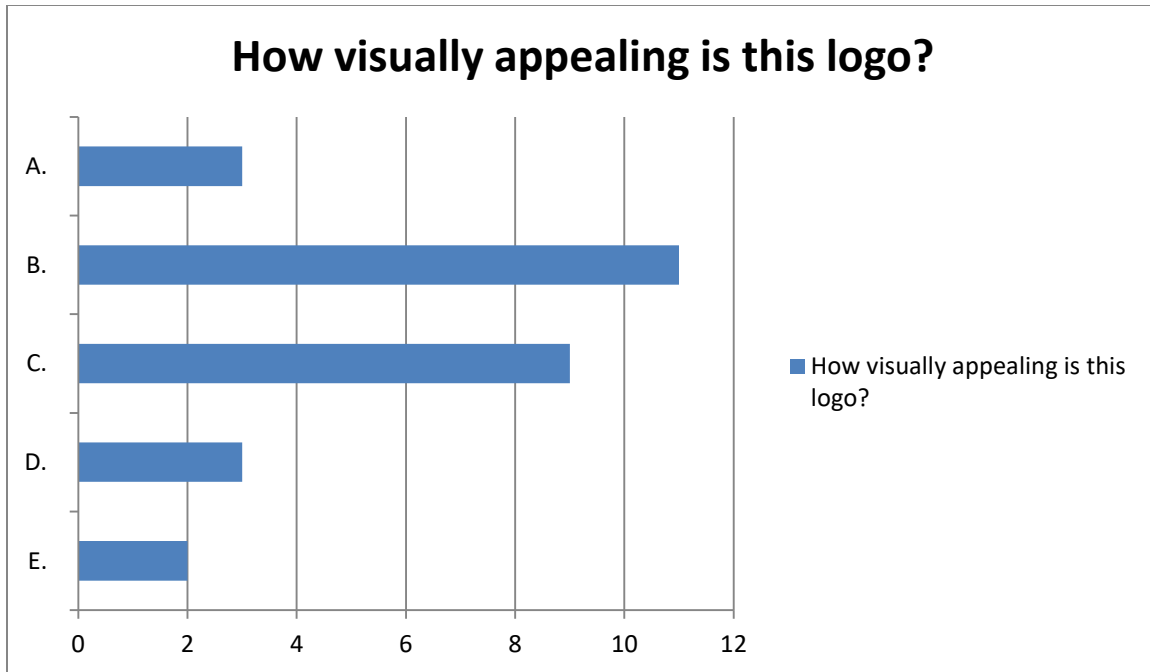
5. Overall, what describes your feelings about this logo?

- A. 11
- B. 3
- C. 6
- D. 3
- E. 4



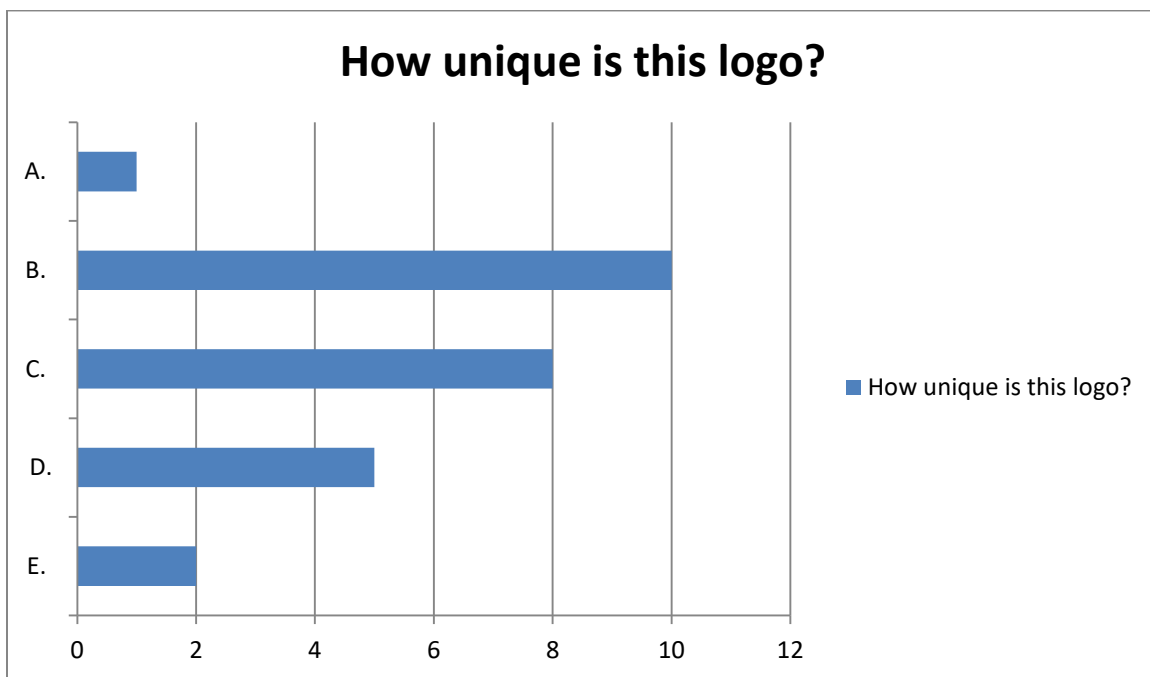
6. How visually appealing is this logo?

- A. 3
- B. 11
- C. 9
- D. 3
- E. 2



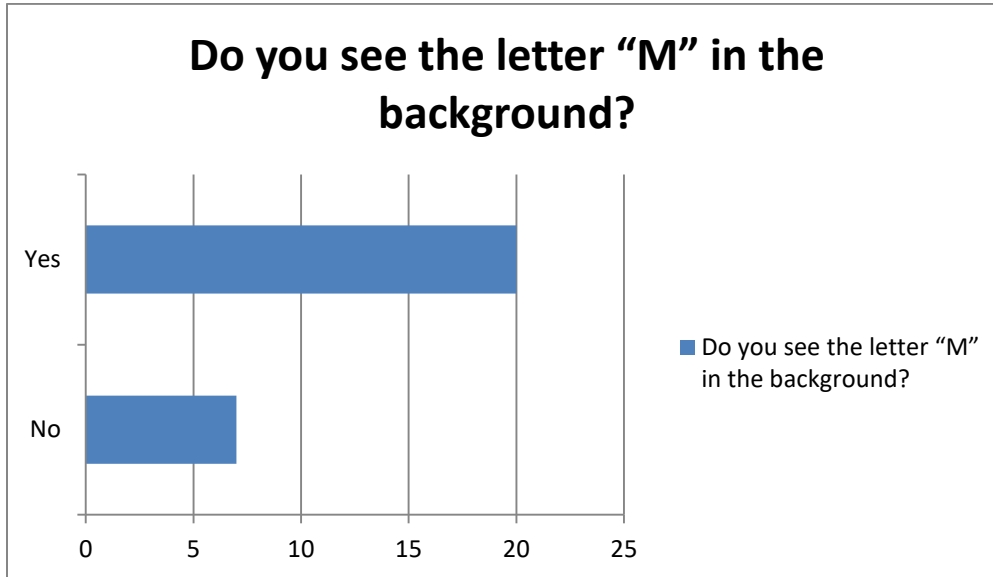
7. How unique is this logo?

- A. 1
- B. 10
- C. 8
- D. 5
- E. 2



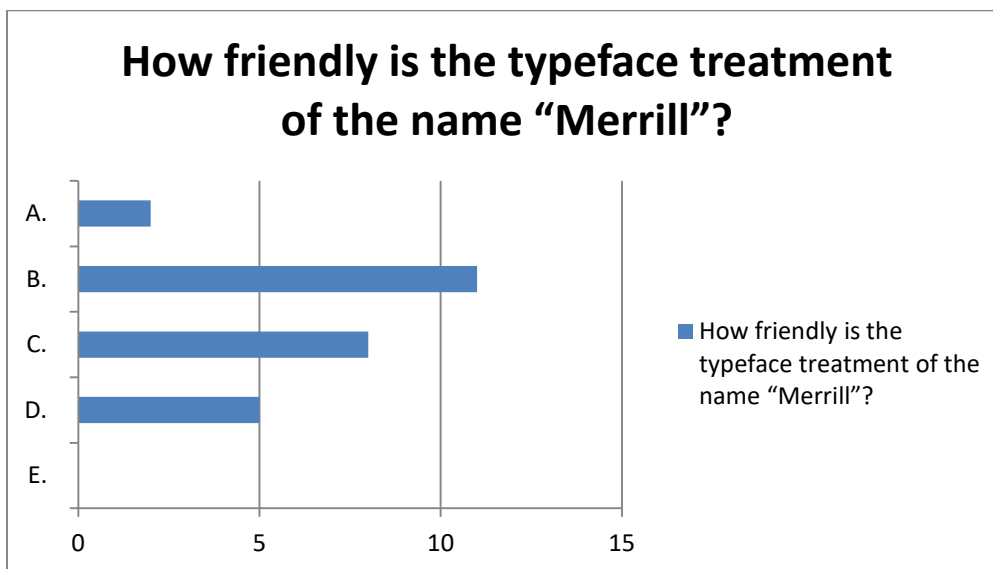
8. Do you see the letter “M” in the background?

- A. 20
- B. 7



9. How friendly is the typeface treatment of the name “Merrill”?

- A. 2
- B. 11
- C. 8
- D. 5
- E. 0

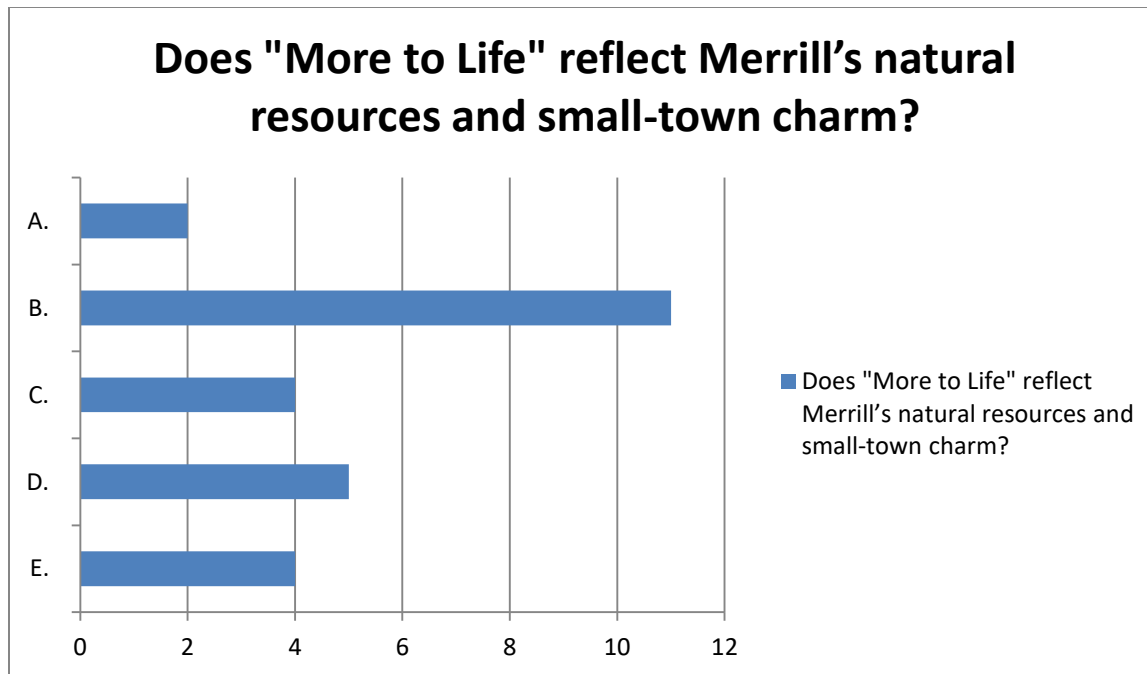


10. Does the tagline, More to Life, reflect the integration of Merrill's natural resources and small-town charm?

- A. 2
- B. 11
- C. 4
- D. 5
- E. 4

- **Comment:**

- Didn't see the M until it was pointed out. (2xs)
- The m should be M.

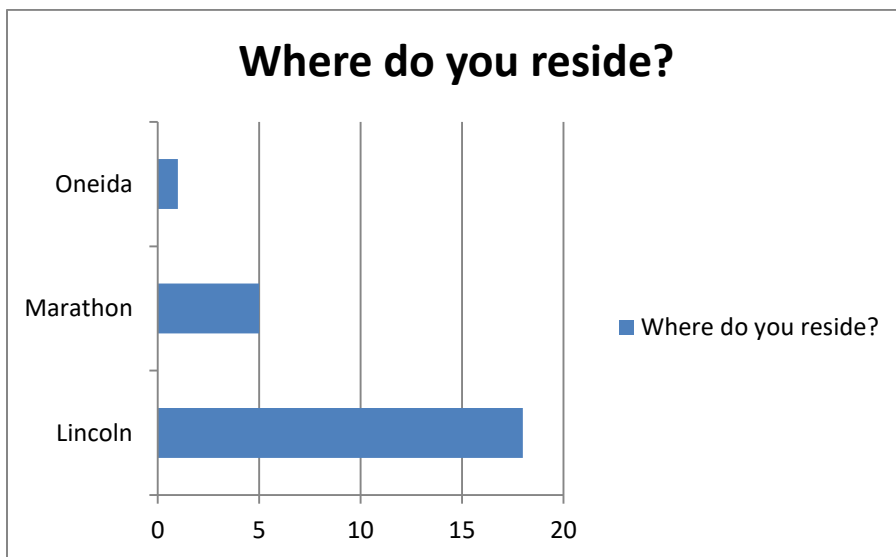
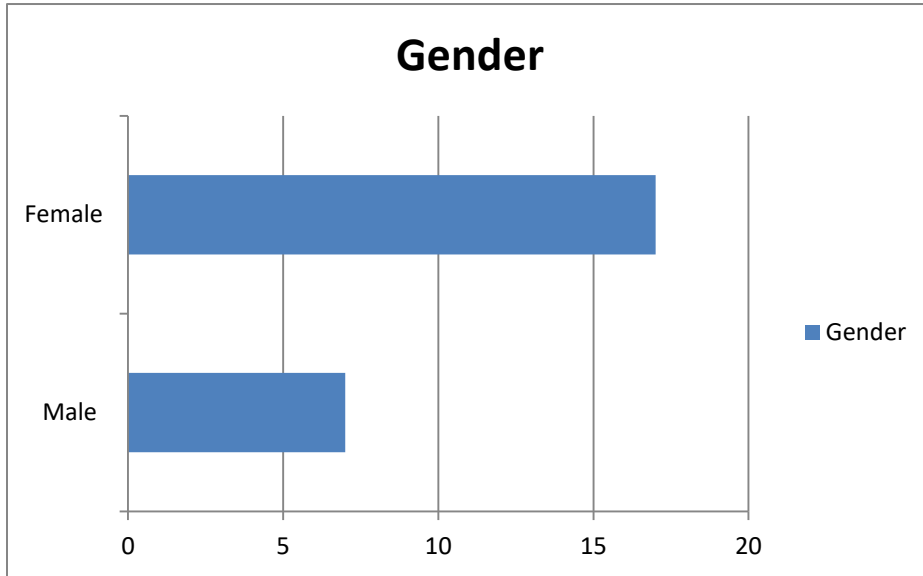


Responses on City's Proposed Logo – Target Market (Aged 24-45, Male and Female)

- 24 surveys collected at Community Night Out.

Females: 17

Males: 7



Where do you reside?

Lincoln – 18

Marathon – 5

Oneida – 1

1. What part of this logo is your eye drawn to?

- Merrill
- Not much
- More to Life
- More to Life
- More to Life
- The dark blue "Merrill."
- I like the green/blue nature-looking "M."
- Swirly "M" in the back.
- The bold Merrill and the design in back gives it movement.
- Merrill
- Merrill and the green/blue wave "M"
- The blue swish.
- The blue smile.
- M
- All of it! Change is good.
- The big "M" in the background.
- The blue Merrill.
- M wave.
- M wave.
- The swivel
- Merrill and the swirl
- The green swirl
- The word Merrill
- Simplistic style

2. What comes to mind when you look at this logo?

- Doctor
- Pure Michigan
- Water
- Hopefully more service.
- UP Service
- A business
- I do not like the "More to Life." Maybe "Experience Merrill" instead. Has a negative undertone.
- Not sure.
- Movement
- Rivers and hills
- Modern
- Water company

- Water
- Trails and rivers, elderly
- River Bend Trail
- Water
- Not sure
- Water/river
- Water/waves/river
- Mountains and lake
- Water.
- Mountains and glaciers.
- Nothing really
- Dislike “M” being a different font size.

3. What comes to mind when you read the tagline, *More to Life*?

- Not sure
- Not much
- Community!
- Hopefully more services for lower class.
- I think the community struggles to truly support “lower class” generational poverty and outsiders. If we are going to be more to life, then we need to active and supportive of all humans.
- It is confusing.
- Tacky. Change “More to Life” in the logo and come up with a different message.
- Not sure what “More to Life” means.
- Opportunity
- Explore, fun, activities
- Opportunity, family, quality
- Like what?
- Examples? Sterile?
- Trying to better one.
- There are things to do.
- Adventure
- More to come
- Going places; Needs capital M in Merrill.
- Retirement community.
- Generic. Feel it could be more personalized to Merrill.
- A retirement home.
- A little confused on what it means.
- Community and activities

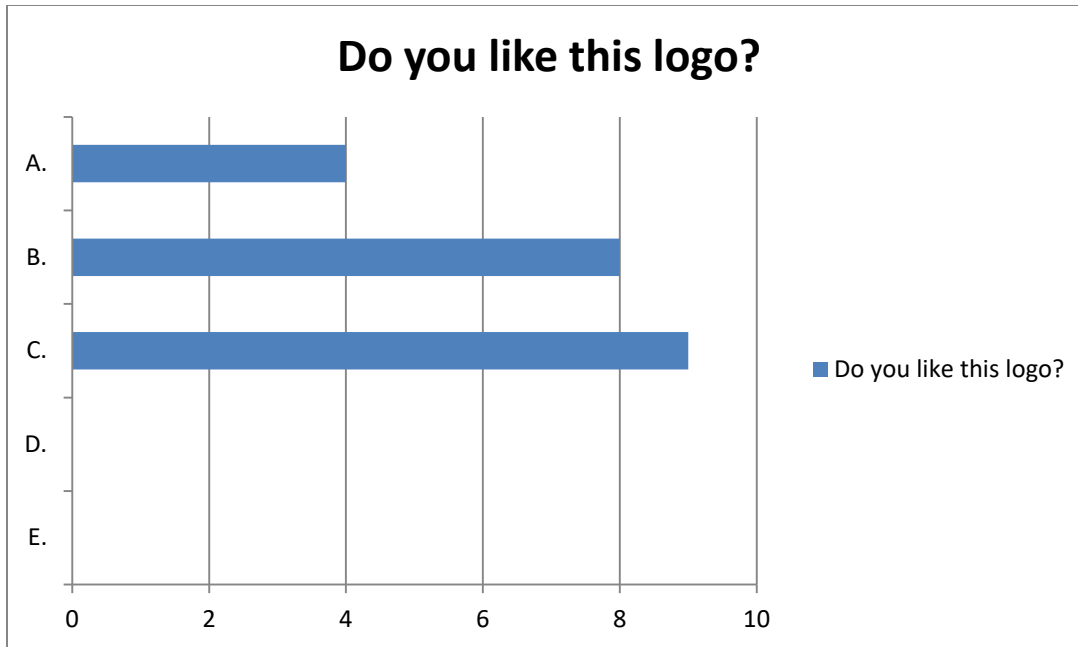
4. What do you think the following green and blue represent in the “M” behind our name?

- Parks and water
- I like the current logo.
- Hills and water
- I’m not sure.
- Calming
- Land and water
- “M” is great!
- Water
- Movement
- River and trails
- I like it. I didn’t realize it was an “M” at first. Seemed more like a scenic landscape (hills).
- Don’t like the shade of green
- Not sure. The green looks like stale water in August.
- Trails and river
- Parks and water
- A river?
- I like it.
- Water/river
- I like the wave to it.
- Mountains and lake.
- Flow of nature.
- Reminds me of the 90s cups.
- I like the flowing “M”

(Three respondents did not complete the multiple choice questions, as they forgot to turn the page.)

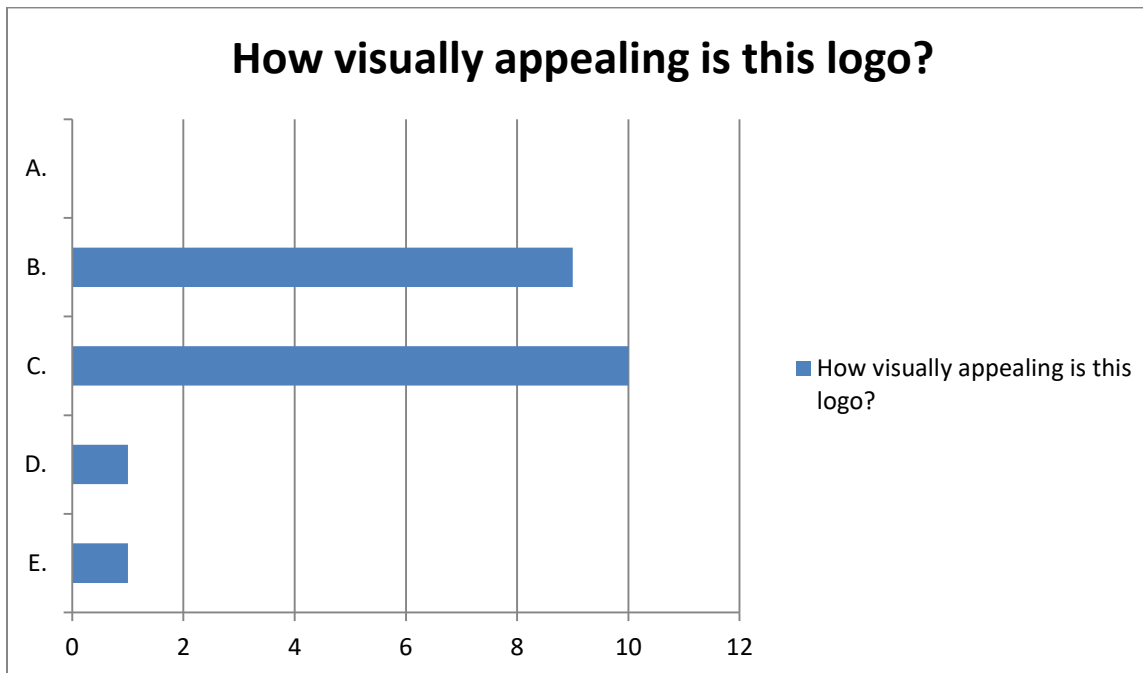
5. Overall, what describes your feelings about this logo?

- A. 4
- B. 8
- C. 9
- D. 0
- E. 0



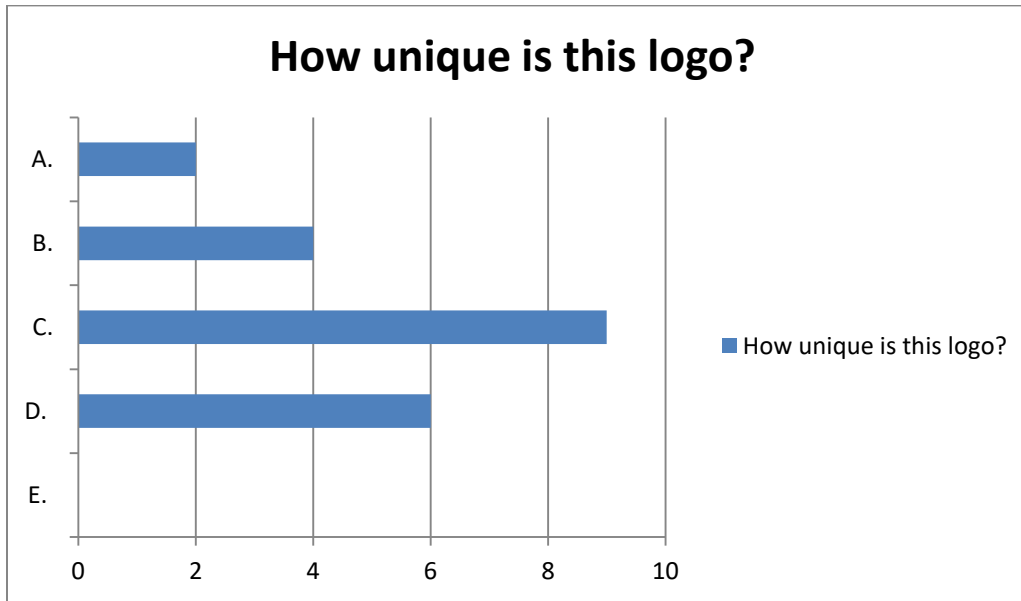
6. How visually appealing is this logo?

- A. 0
- B. 9
- C. 10
- D. 1
- E. 1



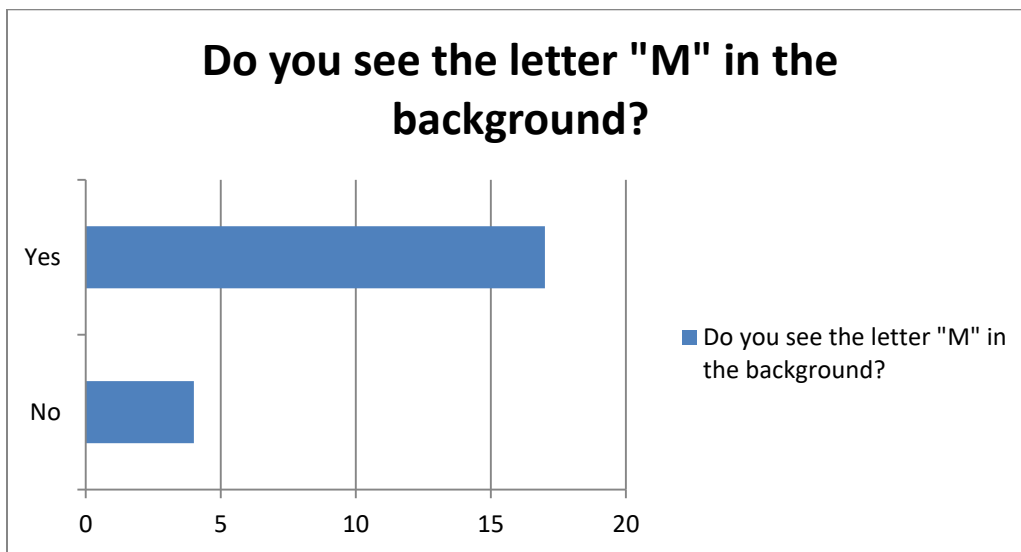
7. How unique is this logo?

- A. 2
- B. 4
- C. 9
- D. 6
- E. 0



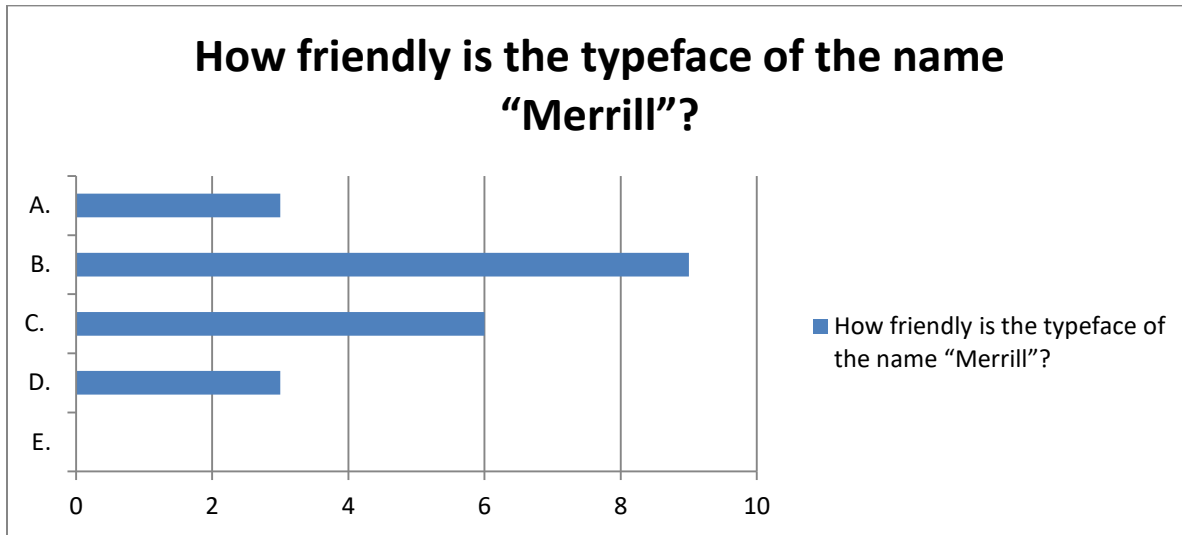
8. Do you see the letter "M" in the background?

- A. 17
- B. 4



9. How friendly is the typeface treatment of the name “Merrill”?

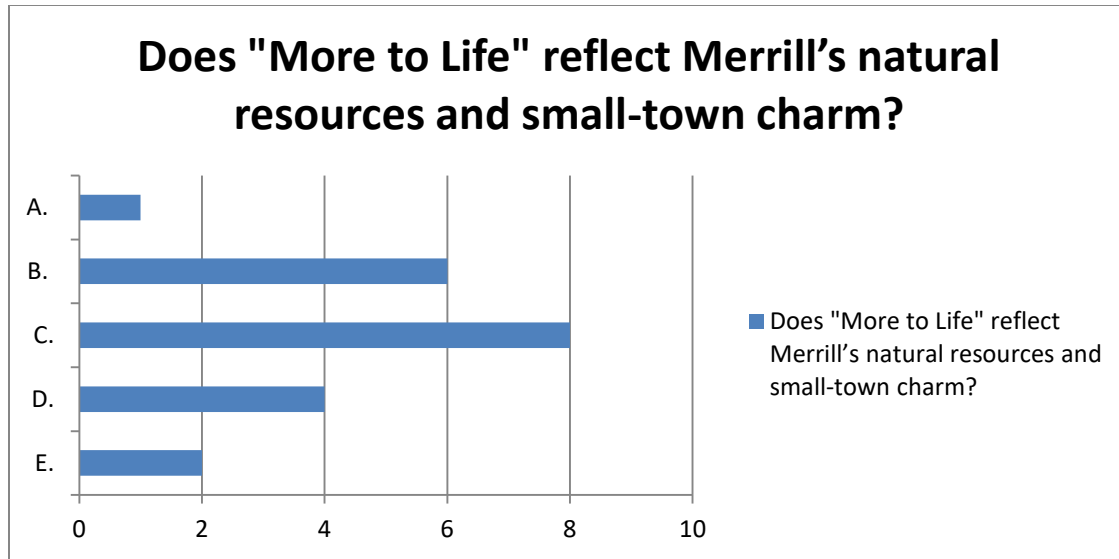
- A. 3
- B. 9
- C. 6
- D. 3
- E. 0



10. Does the tagline, *More to Life*, reflect the integration of Merrill’s natural resources and small-town charm?

- A. 1
- B. 6
- C. 8
- D. 4
- E. 2

- **Comment:**
 - Not so reflective, but will help us get there.



Share Your Thoughts on the City of Merrill's Future Logo!

Merrill is a great place to raise a family, work and play. To get the message out, the city is refreshing its brand to appeal to families, young professionals and mid-level workers. This includes updating Merrill's logo with a more contemporary look that's reflective of our natural resources, welcoming community and small-town charm. Our logo will be displayed in many ways – on a website, an app, printed materials, signage and more. We'd like your feedback on the City's future logo that's still in the works.

This survey is anonymous. Please answer the following:

What county do you reside in? _____

Age? _____

Are you male or female? _____

Please review the following logo:



1. What part of this logo is your eye drawn to?

2. What comes to mind when you look at this logo?

3. What comes to mind when you read the tagline, *More to Life*?

4. What do you think the flowing green and blue represent in the "M" behind our name?

5. Overall, what best describes your feelings about this logo? (*Circle One*)

- A. Like it very much
- B. Like it somewhat
- C. Feel neutral about it
- D. Dislike it somewhat
- E. Dislike it very much

6. How visually appealing is this logo?

- A. Extremely appealing
- B. Very appealing
- C. Somewhat appealing
- D. Not so appealing
- E. Not at all appealing

7. How unique is this logo?

- A. Extremely unique
- B. Very unique
- C. Somewhat unique
- D. Not so unique
- E. Not at all unique

8. Do you see the letter “M” in the background?

- A. Yes
- B. No

9. How friendly is the typeface treatment of the name “Merrill”?

- A. Extremely friendly
- B. Very friendly
- C. Somewhat friendly
- D. Not so friendly
- E. Not at all friendly

10. Does the tagline, *More to Life*, reflect the integration of Merrill’s natural resources and small-town charm?

- A. Extremely reflective
- B. Very reflective
- C. Somewhat reflective
- D. Not so reflective
- E. Not at all reflective

Thank you for your feedback. We appreciate it!

CITY OF MERRILL CONSULTANT – COMMUNICATIONS SPECIALIST AGREEMENT

THIS AGREEMENT, made and entered into by and between the City of Merrill, a municipal corporation (“City”) and Chantel Kuczmarski (“Communications Specialist”), is subject to the terms and conditions set forth herein:

I. DUTIES AND RESPONSIBILITIES

The CONSULTANT - COMMUNICATIONS SPECIALIST, 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. Work is performed in accordance with department policies and procedures and with related state legislation. Exercises considerable independent judgment and receives general supervision from the City Administrator and Marketing Committee. Involves considerable contact with City and County Departments, local businesses and the general public. This position is a work-for-hire consultant position. The Consultant Communications Specialist is an independent contractor.

EXAMPLES OF DUTIES: Provides a central point of contact for City internal and external communications effort; Intentionally and clearly communicate policies, programs and processes to the community; Create a process for gaining community feedback and ensuring their voices are heard and considered; Ensures consistent processes are followed; Supports the Merrill community in developing, reviewing, editing and translating of communication materials, including public relations/media relations coordination and engagement; Works with the Marketing Committee and City Departments to identify projects, stories and messages that are engaging, motivating and high quality, and which communicate impact and showcase the efforts of the Merrill community government, business community and residential community; Establishes and maintains positive relationships with media contacts; Monitors media coverage of the Merrill community, and coordinates interviews for appropriate City spokespeople; Vets major issue and incident communications with assigned City personnel prior to public announcement; Contributes to identifying new and creative ways to enhance the visibility and outreach of the efforts of the Marketing Committee and City Departments; Supports the Marketing Committee and City Departments with the creation and/or delivery of communications activities and products such as written content, newsletters, social posts and events, related to the work of the Merrill community; Navigates the dissemination of communications in an accurate and timely manner through multiple channels (website, social, PR, meeting, etc.); Ensures that all communication materials synergize with the Marketing Committee communications strategies and branding; Ensures all communication material is targeted at agreed audiences and delivers agreed key messages; Documents learnings and build a ‘library’ of communication materials; Other duties may be necessary to fulfill the responsibilities of this position.

II HOURS OF WORK

Work will be performed mostly remotely and independently, with a minimum of one day per week in the office at Merrill City Hall. Work hours are normally during regular business hours with a maximum of 30 hours weekly. Travel expenses between home and City Hall are the responsibility of the Communications Specialist.

III COMPENSATION

For the services rendered pursuant to this agreement the City will provide Communications Specialist with an hourly rate of Thirty-Five Dollars (\$35). Payment will be made on a bi-weekly basis. A record of hours worked will be submitted to the Payroll/Benefits Coordinator by noon on the 2nd and 4th Tuesday of each month for payment.

IV WORK PRODUCT OWNERSHIP

All work product created under this agreement by the Communications Specialist shall become the property of the City of Merrill exclusively.

V TERM/TERMINATION

This agreement will become effective _____, 2022, and will continue in full force and effect until either party gives the other party at least thirty (30) days prior written notice of termination.

IN WITNESS WHEREOF, the parties hereto have hereunder set their hands and seals the day and year so noted.

CITY OF MERRILL

Dated: _____

Dated: _____

BY: _____
Steve Hass, Mayor

By: _____
Chantel Kuczmarski, Communications Specialist

BY: _____
Lori Anderson-Malm, City Clerk

Sept. 22, 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.

Tasks:

Community Night Out

- Partnered with the Chamber and hosted a booth at the event to show off Merrill’s proposed new logo.
- Received more than 50 completed surveys and compiled results. Overall, we scored a B/C.
- Received live media coverage from Channels 7 & 9.
- Met with ThinkLocal to create a video promoting the event.

Community Outreach

- Attended HR professionals meeting at the Chamber.
 - Gave a presentation on the City’s rebranding efforts and revealed our proposed logo.
 - Met with HR leaders and learned about employment issues facing our community.
 - Afterwards, I was asked to speak at the Chamber’s annual banquet in October.
- Met with Jeff Anderson of Travel Wisconsin to find out ways to promote Merrill as a destination in Wisconsin.
- Attended Aware & Active Citizens meeting and met with board members.
- Attended MEC’s September meeting and met with board members.

Media Relations

- Created press releases for Colorama and Barleyfest, and distributed them to various media outlets. I added the events to local, online community calendars.
- Distributed press release for Merrill Enrichment Center’s Fall Craft & Market. I added the event to local, online community calendars.
- Created/distributed press release about new pickleball courts in Merrill.

Website Enhancements

- I’m working with Dustin to update the City’s website.
- Have contract signed to begin work on website. Working with graphic designer on the template.
- Creating content for the site.

- Looking for scenic City photos for the new site. If you have good, high resolution photos you'd like to share, please contact me.
- This project will likely take 4-6 months to complete.
- A preliminary sitemap of the City's website has been completed. This is a work in progress.

Red Granite Grinder – Community Outreach

- Exploring ways to promote Merrill during the Red Granite Grinder (For example, Flyers promoting Merrill as an Ice Age Trail Community were stuffed into runner's bags at Iron Bull.)
- The event is Oct. 15. New for 2022, organizers are adding free group rides on Oct. 13 and Oct. 14. The Oct. 13 group ride (<https://ridewithgps.com/routes/38543624>) will start at 9 a.m. just a couple miles west of downtown Merrill. The Oct. 14 group ride (<https://ridewithgps.com/routes/38544083>) will start at noon a bit southeast of Merrill
- Will work with Andrea to get photos of the event to use in future materials promoting Merrill as an outdoorsy community.

Internal Communications

- Working with staff to post messages on the City's website and Facebook pages. (Ex: street closures, construction, last-minutes meetings, misc. announcements, etc.)
- Meeting with department heads and staff to enhance the way we coordinate social media posts on the City's Facebook page and to better communicate happenings.

Social Media

- See analytics for August 2022.
- Exploring ways to enhance our social media presence.

Social Media Report – August 2022 (Aug. 1-31, 2022)

Facebook Page Reach: 10.5K (Down 48.8% over the last 31 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: 958 (Down 27.8% over the last 31 days)

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

New Facebook Page Likes: 39 (Down 50% over the last 31 days)

Content (Most Popular by Reach)

1. It's almost time to get Moov'in On with Tradition! Lincoln County Fair: What You Need to Know (Reach – 5.6K; Reactions, Comments & Shares – 252; Link clicks – 139)
2. Enjoy free fun for all ages and learn about community resources at Merrill's Community Night Out (Reach – 4,714; Reactions, Comments & Shares – 117)
3. The City of Merrill Street Department will be picking up brush from the storm on Aug. 3 (Reach – 3,324; Reactions, Comments & Shares – 85)
4. Reminder parents: You must register your children to ride the Merrill Transit System (Reach – 1,362; Reactions, Comments & Shares – 23)
5. Satisfy your fair food cravings at the Lincoln County Fair! (Reach – 1,168; Reactions, Comments & Shares – 21)

**This post was shared from Chamber of Commerce.*

Current Audience

- **Facebook Page Followers: 2.27K**
- **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.)