

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