



CITY OF MERRILL
MARKETING & COMMUNICATIONS

AGENDA • THURSDAY SEPTEMBER 21, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 475-441-5055 PIN 463 962 422 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. August 24th meeting minutes
- III. General Agenda Items:
 1. Update and discuss 2024 Visitor's Guide:
 - * Last year's cost; projected costs
 - * Potential topics and features for consideration
 - * Discuss deadline date of November or early December
 2. Discuss and consider additional Midwest Communications marketing options:
 - a. City of Merrill Overview:
 - * Radio options
 - * OTT and YouTube options
 - * Targeting markets
 - * Direct emailing - recruiting potential
 - * Feature photo packaging and pricing
 - * Proposed calendar
 - b. Proposed costs and options
 3. Update and discussion on applications for WEDC Talent Marketing Grant
- IV. Monthly Reports and Updates:
 1. Monthly Report - Social Media Specialist Savall
 - a. Social Media Update
 - b. On-line marketing report to begin with October meeting
 2. Consider placing reports on file
- V. Public Comment
- VI. Next meeting date: Thursday, October 19 at 5:15 PM
- VII. Adjournment

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, August 24, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

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

Also Present: Mayor Hass, Interim City Administrator Akey, Social Media Specialist Savall, Interim City Administrator Bennett and Merrill Community Media.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes:**
Alderperson Weix made a motion to approve the July 20th meeting minutes. Alderperson Meyer seconded and the motion carried.
- III. **General Agenda Items:**
 1. Discussion on general budgetary guidelines and clarification from Finance Director Unertl – Chair Fermanich asked this be included in the packet for clarification. General guidelines so committee knows which account expenses are credited.
 2. Consider and approval Midwest Communications ads for on-line marketing – Chair Fermanich explained the ads for on-line marketing. Ads will be run in the targeted markets. Alderperson Meyer made a motion to approve the Midwest Communications ads starting in September. Alderperson Weix seconded and the motion carried.
 3. Discuss and consider WEDC Talent Marketing Grant – Chair Fermanich brought this for consideration and thoughts on possible uses for this grant. Money needs to be spent before reimbursement of the grant. It was decided to bring this back to the September meeting. No further action was taken.
 4. Update on potential costs for the 2024 Visitors Guide – no current information available. It was decided to bring this back on a future agenda.
 5. Continued discussion of Marketing Consultant options – Chair Fermanich spoke about this item. Scott Steele said focus should be on media/news stations and press releases, searches and optimization (SEO) and the website and oversee Midwest Communications marketing. Park and Rec Director Wendorf would like someone to funnel thoughts and ideas to press releases and social media. Following discussion, it was decided to map out quarterly events and have Midwest Communications handle marketing. New events would be added or updated as necessary. Alderperson Weix made a motion to contact Midwest Communications about marketing the City of Merrill. Alderperson Meyer seconded and the motion carried.
 6. Consider and approve the Budget Proposal for 2024 – Chair Fermanich explained the budget proposal for 2024. Alderperson Meyer made a motion to forward the budget proposal to the Common Council. Alderperson Weix seconded and the motion carried.

IV. **Monthly Reports and Updates:**

1. Survey results from Community Night Out and future Facebook posts – Social Media Specialist Savall – She reported on the night and received comments regarding what the community would like to see on the Facebook page. Citizens would like to see more events from businesses, street updates and city events.

2. Monthly Report – Social Media Specialist Savall – the report was in the packet.

3. Consider placing reports on file – 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, September 21 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 6:03 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm from video footage from Merrill Community Media.

City of Merrill Overview:

Merrill Mayor Minute: Interview with Mayor Steve Hass and Dave Kallaway. Interviews will be prerecorded at the start of each month. Interviews will air on Friday Mornings as listed on calander at 7:40am. Duration is a minute and a half.

WDEZ Polka Show: WDEZ Polka Show is the highest rated show in all of Wisconsin. Ads will be :30 second and produced from content used in the interviews with Mayor Steve.

OTT: OTT / CTV content is streamed by users directly from the internet primarily on televisions and mobile devices. Your non-skippable video ad can be featured before, during, or after these shows - like commercials - but with the power to target your specific audience! Ads will air on the following streaming services: Apple TV, Roku, VIZIO, Sling, Pluto, HGTV, ESPN, and more!

YouTube: Video ads that appear across YouTube. YouTube advertising shares many of the core features of Google Ads, but with 1 big difference: They're videos. Ads can play before, during, or after a video that someone is watching. YouTube ads with Midwest Communiocaiton are non-skippable.

Targeted Email: When you send the right email to the right person at the right time, it doesn't feel like marketing. A targeted, deliberate email feels like it's coming from a friend. Send custom emails to individuals targeted based on location, demographics, and/or interests. Choose from a variety of filters (listed on second page) to determine the total number of individuals available to target. Our database is the most comprehensive in the marketplace today – containing close to 750 available targets and 140 million emails with matching postal records. We use 100% opt-in data, meaning every person in our database has ASKED to receive emails pertaining to their interests.

All produces can target people to Relocate to Merrill, Recruitment, Local Promotion, Tourism, and more!

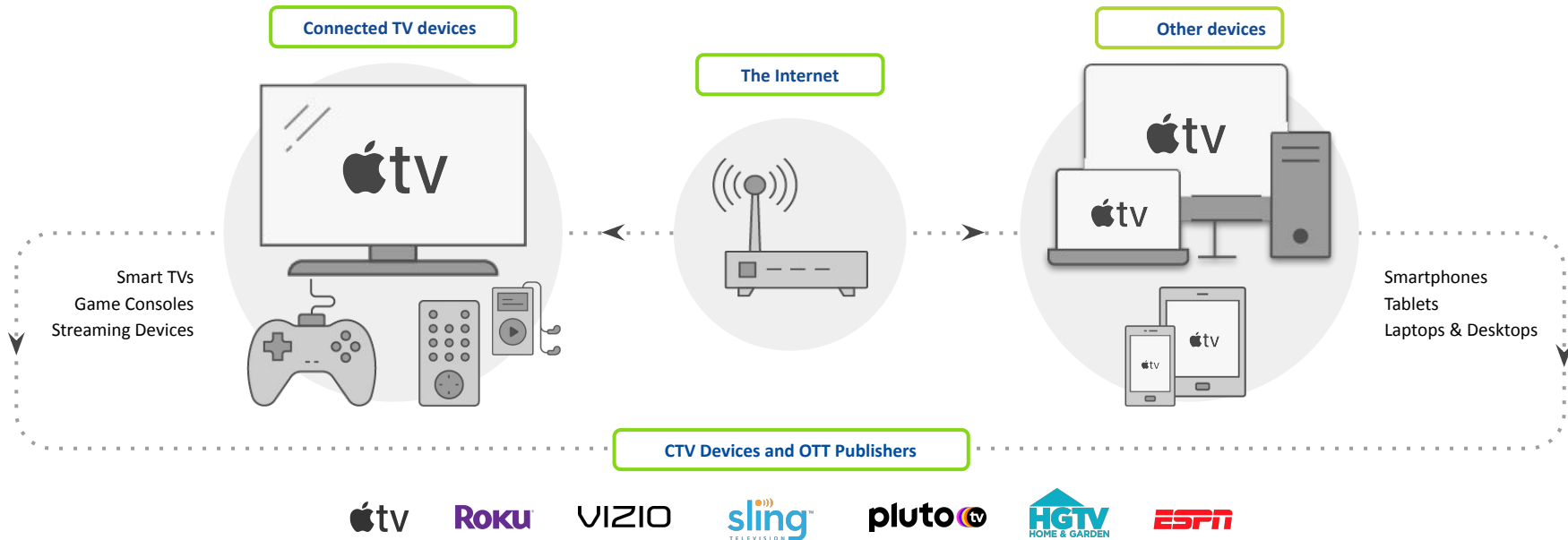
November 2023 – October 2024 Includes:

12 Months OTT
 12 Months YouTube
 6 Targeted Emails (Will be sent out as needed.)
 24 Merrill Mayor Minute
 24 WDEZ Polka Show

Total Investment: \$38,900 / \$3,241 per month.

CONNECTED TV / OTT

Reach more households than traditional linear TV



Attachment: Digital Media Kit - OTT (10386 : * OTT and



Video Production Services

We can provide customized, professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

CONNECTED TV / OTT

Reach more households than traditional linear TV

OTT / CTV content is streamed by users directly from the internet primarily on televisions and mobile devices. Your non-skippable video ad can be featured before, during, or after these shows - like commercials - but with the power to target your specific audience!

55M

There will be over 55 million cord cutters this year, up 22% over the past 2 years.

86+ MINS

The average time spent per day with OTT subscription video is 86.73 minutes.

TARGETING	CONTENT	TRACKING
- Reach over 31 million TV viewers who are no longer subscribed to cable. 27% plan to cut the cord in 2021 — almost 2x as many as in 2020. - Deliver ads to your ideal customer and not just a channel they <i>might</i> be watching.	- Utilize your existing television assets or make new ones. - Place same as you would a TV Spot :15 or :30 spots available.	- Reach / Frequency <i>PLUS, what traditional TV CAN'T provide:</i> - Video Watch Rates - Foot Traffic Attribution



Video Production Services

We can provide customized, professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.



We deliver better results:

Our OTT campaigns deliver a 98% completion rate. The industry average is 96%

YouTube Advertising

MWC Advertising creates YouTube ads that make your business stand out by delivering ads to the right people in the right moment where they are watching.

BENEFITS

- Reach potential customers on YouTube with a range of ad formats (skippable or clickable, short or long), on a budget that works for you
- Keep your business top of mind by delivering YouTube ads to your most valuable customers based on age, interests, and more.
- Clickable ads make it easy for people to visit your website, make a purchase, subscribe to a newsletter, etc.
- View real-time metrics that you can track for the insights you need, such as how many people are viewing your ad, their level of engagement, and what actions they're taking.
- Track purchases, sign-ups, downloads, and more with conversion tracking that shows you exactly what happens after a customer interacts with your ads.

Campaign Pricing varies based on customized strategy

3.b



**Grow YOUR BUSINESS with
YouTube Ads**

*Reach potential customers
where they're watching*

Attachment: YouTube Advertising.pptx (10386 : * OTT and YouTube options)



Eric Brown <eric.brown@mwcradio.com>

TEST: A Business Financial Partner You Can Count On

1 message

Kohler Credit Union <broadcast@exact-emailing.com>
To: eric.brown@mwcradio.com

Tue, Nov 29, 2022 at 1:16 PM



Are you contemplating opening a new business? Or do you have an existing business and thinking about expanding, or in need of cash flow or real estate? Kohler Credit Union's dedicated commercial lending professionals take the time to understand your goals and needs, and deliver a personal and tailored approach to finding the financial solution that's right for you!

Submit a Business Loan Inquiry!

Benefits of working with Kohler Credit Union:

- Experienced commercial lenders who take a personal interest in your business
- Custom built loan options available for both new and expanding businesses
- Kohler Credit Union is an approved Small Business Administration (SBA) lender
- [Business checking](#) and [savings account](#) options to fit every need including [digital banking](#) with [eBusiness deposit](#)

Products we offer:

- Owner Occupied Real Estate
- Investment Real Estate (Residential and Commercial)

- New Construction and Expansion Loans
- Equipment and Business Vehicle Loans
- Working Capital Lines of Credit

If you want a partner who believes in hometown businesses and is focused on you, your business and your community, Kohler Credit Union is the place for you!

[Learn more](#) about Kohler Credit Union and how you can become a member!

Meet our Commercial Lending Team



David Dedrick
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ddedrick@kohlercu.com



Kevin Johnsrud
920.783.2390
kjohnsrud@kohlercu.com



Dan Hanson
262.518.1807
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Toll Free: 888.528.2595
Corporate Address: 5727 Superior Avenue,
Sheboygan, WI 53083
Federally Insured by the NCUA.



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This email was sent to you because you are registered to receive our 3rd party partner emails

City of Merrill November 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 OTT & YouTube	2 OTT & YouTube	3 OTT & YouTube Merrill Mayor Minute WIFC	4 OTT & YouTube
5 OTT & YouTube WDEZ Polka Show	6 OTT & YouTube	7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube Veterans Day
12 OTT & YouTube	13 OTT & YouTube	14 OTT & YouTube	15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube Merrill Mayor Minute WIFC	18 OTT & YouTube
19 OTT & YouTube WDEZ Polka Show	20 OTT & YouTube	21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube Thanksgiving Day	24 OTT & YouTube	25 OTT & YouTube
26 OTT & YouTube	27 OTT & YouTube	28 OTT & YouTube	29 OTT & YouTube	30 OTT & YouTube		
						

Attachment: City of Merrill 12 Month Calendar (10381 : * Proposed calendar)

City of Merrill December 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 OTT & YouTube Merrill Mayor Minute WIFC	2 OTT & YouTube
3 OTT & YouTube WDEZ Polka Show	4 OTT & YouTube	5 OTT & YouTube	6 OTT & YouTube	7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube
10 OTT & YouTube	11 OTT & YouTube	12 OTT & YouTube	13 OTT & YouTube	14 OTT & YouTube	15 OTT & YouTube Merrill Mayor Minute WIFC	16 OTT & YouTube
17 OTT & YouTube WDEZ Polka Show	18 OTT & YouTube	19 OTT & YouTube	20 OTT & YouTube	21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube
24 OTT & YouTube	25 OTT & YouTube Christmas	26 OTT & YouTube	27 OTT & YouTube	28 OTT & YouTube	29 OTT & YouTube Merrill Mayor Minute WIFC	30 OTT & YouTube
31 OTT & YouTube WDEZ Polka Show						

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City of Merrill January 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 OTT & YouTube New year's Day	2 OTT & YouTube	3 OTT & YouTube	4 OTT & YouTube	5 OTT & YouTube	6 OTT & YouTube
7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube	12 OTT & YouTube Merrill Mayor Minute WIFC	13 OTT & YouTube
14 OTT & YouTube WDEZ Polka Show	15 OTT & YouTube M L King Day	16 OTT & YouTube	17 OTT & YouTube	18 OTT & YouTube	19 OTT & YouTube	20 OTT & YouTube
21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube	24 OTT & YouTube	25 OTT & YouTube	26 OTT & YouTube Merrill Mayor Minute WIFC	27 OTT & YouTube
28 OTT & YouTube WDEZ Polka Show	29 OTT & YouTube	30 OTT & YouTube	31 OTT & YouTube			
						

City of Merrill February 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 OTT & YouTube	2 OTT & YouTube	3 OTT & YouTube
4 OTT & YouTube	5 OTT & YouTube	6 OTT & YouTube	7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube Merrill Mayor Minute WIFC	10 OTT & YouTube
11 OTT & YouTube WDEZ Polka Show	12 OTT & YouTube	13 OTT & YouTube	14 OTT & YouTube Valentine's Day	15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube
18 OTT & YouTube	19 OTT & YouTube Presidents' Day	20 OTT & YouTube	21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube Merrill Mayor Minute WIFC	24 OTT & YouTube
25 OTT & YouTube WDEZ Polka Show	26 OTT & YouTube	27 OTT & YouTube	28	29		
						

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City of Merrill March 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 OTT & YouTube	2 OTT & YouTube
3 OTT & YouTube	4 OTT & YouTube	5 OTT & YouTube	6 OTT & YouTube	7 OTT & YouTube	8 OTT & YouTube Merrill Mayor Minute WIFC	9 OTT & YouTube
10 OTT & YouTube WDEZ Polka Show	11 OTT & YouTube	12 OTT & YouTube	13 OTT & YouTube	14 OTT & YouTube	15 OTT & YouTube	16 OTT & YouTube
17 OTT & YouTube	18 OTT & YouTube	19 OTT & YouTube	20 OTT & YouTube	21 OTT & YouTube	22 OTT & YouTube Merrill Mayor Minute WIFC	23 OTT & YouTube
24 OTT & YouTube WDEZ Polka Show	25 OTT & YouTube	26 OTT & YouTube	27 OTT & YouTube	28 OTT & YouTube	29 OTT & YouTube Good Friday	30 OTT & YouTube
31 OTT & YouTube Easter Sunday						

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City of Merrill April 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 OTT & YouTube	2 OTT & YouTube	3 OTT & YouTube	4 OTT & YouTube	5 OTT & YouTube Merrill Mayor Minute WIFC	6 OTT & YouTube
7 OTT & YouTube WDEZ Polka Show	8 OTT & YouTube	9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube	12 OTT & YouTube	13 OTT & YouTube
14 OTT & YouTube	15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube	18 OTT & YouTube	19 OTT & YouTube Merrill Mayor Minute WIFC	20 OTT & YouTube
21 OTT & YouTube WDEZ Polka Show	22 OTT & YouTube	23 OTT & YouTube	24 OTT & YouTube	25 OTT & YouTube	26 OTT & YouTube	27 OTT & YouTube
28 OTT & YouTube	29 OTT & YouTube	30 OTT & YouTube				
						

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City of Merrill May 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 OTT & YouTube	2 OTT & YouTube	3 OTT & YouTube Merrill Mayor Minute WIFC	4 OTT & YouTube
5 OTT & YouTube WDEZ Polka Show	6 OTT & YouTube	7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube
12 OTT & YouTube Mother's Day	13 OTT & YouTube	14 OTT & YouTube	15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube Merrill Mayor Minute WIFC	18 OTT & YouTube
19 OTT & YouTube WDEZ Polka Show	20 OTT & YouTube	21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube	24 OTT & YouTube	25 OTT & YouTube
26 OTT & YouTube	27 OTT & YouTube Memorial Day	28 OTT & YouTube	29 OTT & YouTube	30 OTT & YouTube	31 OTT & YouTube Merrill Mayor Minute WIFC	
						

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City of Merrill June 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 OTT & YouTube
2 OTT & YouTube WDEZ Polka Show	3 OTT & YouTube	4 OTT & YouTube	5 OTT & YouTube	6 OTT & YouTube	7 OTT & YouTube	8 OTT & YouTube
9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube	12 OTT & YouTube	13 OTT & YouTube	14 OTT & YouTube Merrill Mayor Minute WIFC	15 OTT & YouTube
16 OTT & YouTube WDEZ Polka Show Father's Day	17 OTT & YouTube	18 OTT & YouTube	19 OTT & YouTube	20 OTT & YouTube	21 OTT & YouTube	22 OTT & YouTube
23 OTT & YouTube	24 OTT & YouTube	25 OTT & YouTube	26 OTT & YouTube	27 OTT & YouTube	28 OTT & YouTube Merrill Mayor Minute WIFC	29 OTT & YouTube
30 OTT & YouTube WDEZ Polka Show						

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City of Merrill July 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 OTT & YouTube	2 OTT & YouTube	3 OTT & YouTube	4 OTT & YouTube Independence Day	5 OTT & YouTube	6 OTT & YouTube
7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube	12 OTT & YouTube Merrill Mayor Minute WIFC	13 OTT & YouTube
14 OTT & YouTube WDEZ Polka Show	15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube	18 OTT & YouTube	19 OTT & YouTube	20 OTT & YouTube
21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube	24 OTT & YouTube	25 OTT & YouTube	26 OTT & YouTube Merrill Mayor Minute WIFC	27 OTT & YouTube
28 OTT & YouTube WDEZ Polka Show	29 OTT & YouTube	30 OTT & YouTube	31 OTT & YouTube			
						

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City of Merrill August 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 OTT & YouTube	2 OTT & YouTube	3 OTT & YouTube
4 OTT & YouTube	5 OTT & YouTube	6 OTT & YouTube	7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube Merrill Mayor Minute WIFC	10 OTT & YouTube
11 OTT & YouTube WDEZ Polka Show	12 OTT & YouTube	13 OTT & YouTube	14 OTT & YouTube	15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube
18 OTT & YouTube	19 OTT & YouTube	20 OTT & YouTube	21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube Merrill Mayor Minute WIFC	24 OTT & YouTube
25 OTT & YouTube WDEZ Polka Show	26 OTT & YouTube	27 OTT & YouTube	28 OTT & YouTube	29 OTT & YouTube	30 OTT & YouTube	31 OTT & YouTube
						

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City of Merrill September 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 OTT & YouTube	2 OTT & YouTube Labor Day	3 OTT & YouTube	4 OTT & YouTube	5 OTT & YouTube	6 OTT & YouTube Merrill Mayor Minute WIFC	7 OTT & YouTube
8 OTT & YouTube WDEZ Polka Show	9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube	12 OTT & YouTube	13 OTT & YouTube	14 OTT & YouTube
15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube	18 OTT & YouTube	19 OTT & YouTube	20 OTT & YouTube Merrill Mayor Minute WIFC	21 OTT & YouTube
22 OTT & YouTube WDEZ Polka Show	23 OTT & YouTube	24 OTT & YouTube	25 OTT & YouTube	26 OTT & YouTube	27 OTT & YouTube	28 OTT & YouTube
29 OTT & YouTube	30 OTT & YouTube					
						

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City of Merrill October 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 OTT & YouTube	2 OTT & YouTube	3 OTT & YouTube	4 OTT & YouTube Merrill Mayor Minute WIFC	5 OTT & YouTube
6 OTT & YouTube WDEZ Polka Show	7 OTT & YouTube	8 OTT & YouTube	9 OTT & YouTube	10 OTT & YouTube	11 OTT & YouTube	12 OTT & YouTube
13 OTT & YouTube	14 OTT & YouTube Columbus Day	15 OTT & YouTube	16 OTT & YouTube	17 OTT & YouTube	18 OTT & YouTube Merrill Mayor Minute WIFC	19 OTT & YouTube
20 OTT & YouTube WDEZ Polka Show	21 OTT & YouTube	22 OTT & YouTube	23 OTT & YouTube	24 OTT & YouTube	25 OTT & YouTube	26 OTT & YouTube
27 OTT & YouTube	28 OTT & YouTube	29 OTT & YouTube	30 OTT & YouTube	31 OTT & YouTube Halloween		
						

Attachment: City of Merrill 12 Month Calendar (10381 : * Proposed calendar)

September 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'm learning more about LinkedIn and how we will use this platform to best promote our city. Our goal is to use ribbon cuttings, open city employment positions, and business after hours to build our following on this platform.

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

Events - I have attended ribbon cuttings, sign dedications and meetings.

Social Media - I have been scheduling posts for September and working on the October 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.

I am also working on guidelines for an Events page either on FB, the website or both. People are asking to see more of the community events and I think it would be a step in the right direction for bringing the community together.

Social Media Analytics August 1-31, 2023

Facebook Page Reach: 26,411 (Down 3.1%)

- *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: 1656 (Down 28.7%)

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

New Facebook Page Likes: 59

Cumulative Facebook Page Likes: 2750

Content (Most Popular by Reach)

1. Dream Flights for Veterans (Reach 12,013; Likes, Reactions, Comments and Shares: 386)
2. Finance Director Position (Reach 7,195; Likes, Reactions, Comments and Shares: 239)
3. Zoning Ordinance for Carports (Reach 5,496; Likes, Reactions, Comments and Shares: 83)
4. August things to do(Reach 3,264; Likes, Reactions, Comments and Shares: 60)
5. Historic Committee Sign Dedication (Reach 2,447; Likes, Reactions, Comments and Shares: 240)

Overall Posting

LinkedIn -

We Currently have 25 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts include - Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

If you have ideas on other posts for LinkedIn I'd love to hear them.

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. Nathan, Draco, and Summit have been working on getting this up and running.

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.