

AUGUST '23 MEETING MINUTES

Merrill Enrichment Center Committee

Meeting was held on August 24th, 2023 at 2:15pm

Merrill Enrichment Center Conference Room – 303 N. Sales Street

Present: Laura Bertagnoli (Chair), Gene Bebel, Sharon Anderson, Sharon Harvey, Jay Tlusty, Nathan Meyer (Alderpersion), Hallie Savall (Social Media Specialist)

Excused: Teresa Baker, Jennifer Clark (ADRC representative)

1. Opening

- a. Bertagnoli called the meeting to order.

2. Consent Items

- a. Motion by Bebel second by Tlusty to approve July '23 minutes. Anderson added a correction to July's minutes by adding the word **tax**; *Anderson suggested adding 401(k) donations may also be **tax** exempt.* Motion carried.
- b. Motion by Bebel second by Meyer to approve July/Aug '23 vouchers. Motion carried.

3. Public Comment

- a. None

4. Operations

- a. Director shared Endowment flyer for final proof. Discussion and suggestions included created a reporting policy so as to have it on record of how/where the money has been spent, where the flyers would be placed included churches, law /estate planning offices and funeral homes, and at our large events. Bebel made a motion to conduct an endowment report every December, second by Tlusty. Motion carried. Bebel also recommended setting a policy for oversight of the Endowment. Meyer stated it may not be necessary until we have funds available for spending. Director will begin work on the policy so it is in place once the flyers are ready to promote. Anderson added the importance of transparency of spending/reporting. Bebel further brought up the need to personally thank the donors. Director will draft a thank you letter. Director reminded committee that we will not have a traditional endowment which earns any interest income. The MEC endowment gifts will be directly deposited into the MEC's designated budget endowment fund to be spent as donors request or at the Directors discretion.
- b. Director shared some September offerings including workshops; Fire Safety and Red Cross CPR/AED and disaster ready rating and the ADRC's offering dementia basics, memory screens, and brain health basics.
- c. MEC's open house date is September 28th from 2-6pm. People will meet staff and instructors, tour the facility, participate in fitness classes and make & take projects, observe demonstrations and displays, and enjoy free appetizers and refreshments, and have an opportunity to win Door Prizes.
 - i. Director shared there have been people who stopped at the Center who thought they needed to be a resident of the City or County to attend offerings here. We will communicate this in our newsletters as well as online that all are welcome regardless of where you live.
 - ii. Meyer and Savall provided extensive discussion regarding advertising not only MEC's open house, but the MEC overall. Ideas included 10-15 second videos for use on websites and Facebook. Savall discussed the effectiveness of Reels on FB. Director suggested she speak with Vicki as she is the MEC's marketing coordinator. Meyer will be working with Director on the video in the next few weeks.
- d. Director discussed advertising for our newsletters. We received a call from LPI (our printing service) to inform us that we needed more advertisers or we may lose pages. The MEC staff provided LPI with a number of area businesses that may be interested. Committee ideas were to post on our FB page and contact both the Merrill and Tomahawk Chambers to see if any businesses are looking for new ways to advertise.

5. ADRC

- a. No updates

6. Discussion

- a. Director shared the confusion with renters using the Enrichment Center name for their events. Director spoke with Krista Mitchell, City Attorney's office. Our contract does state rental of the Expo. She will inform renters who are promoting their event to use the Bierman/Expo name for their event. Savall added that she would take care of social media posts to avoid confusion.

7. Adjournment

- a. Motion to adjourn by Meyer second by Harvey.

The next meeting date is **September 21st, 2023 at 2:15pm at the MEC.** *Vouchers will be available for review 10 minutes prior to meeting time.*

Respectfully submitted
TMrachek



Tammie Mrachek
Director
Merrill Enrichment Center
City of Merrill
(715) 536-4226
MEC@ci.merrill.wi.us
303 North Sales St., Merrill, WI
54452
www.ci.merrill.wi.us



Follow Us:

