



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY APRIL 20, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 219-321-0280 PIN 955 365 470 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 - Minutes from the March 16, 2023 meeting
- III. Revenue and Expense Report
 - March Revenue and Expense Report - Cable Franchise
- IV. General Agenda Items:
 1. Discussion on promoting the Festival Grounds and developing a plan to promote camping and events at the Festival Grounds. Mayor Hass is bringing this to the committee.
 2. Discussion on Loyalty Day (PR, website communications, social media announcements)
 3. Discussion on signage for Merrill Municipal Airport: Joe Malsack
 4. Discuss and consider design, letters and business contacts for City street banners
 5. Discussion on contest to name the City's garbage and recycling trucks
 6. Discussion on WEDC (Wisconsin Economic Development) marketing grant opportunity
 7. Discussion on City's new YouTube channel
 8. Update on City's website
 9. PowerPoint presentation on street naming signage - Historic Preservation Committee - Michael "Gus" Caylor
 - a. FotoNews article regarding honorary street names
- V. Branding/Marketing Updates:
 1. Logo/tagline rollout
 2. Digital marketing - Midwest Communications ideas/case study
- VI. Marketing & Communications and Social Media Updates and Monthly Reports:
 1. Monthly Report - Communications Consultant Kuczmarski
 2. Monthly Report - Social Media Specialist Savall
 - a. Social Media analytics for March 2023
 - b. General Responses (Tier 1) and hashtags

- c. Social Media Specialist - Monthly Report
- 3. Consider placing monthly reports on file
- VII. Public Comment
- VIII. Establish next meeting date:
 - Thursday, May 18, 2023 at 5:15 PM
- IX. Adjournment