



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY MARCH 16, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 724-281-3331 PIN 885 988 019 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. Minutes from February 16, 2023 meeting
- III. Discuss and consider the logo and tagline treatment
 1. Logo and Tagline
- IV. Discuss and consider email signatures for departments and elected officials
 1. Email Signature examples
- V. Branding/Marketing Updates:
 1. Merrill Profile Book
 2. Review and consider the Town Hall videos
- VI. Marketing & Communications Update and Monthly Report
 1. Revised Social Media Guidelines
 2. Social media analytics for February 2023
 3. Monthly Report - Communications Consultant Kuczmariski
 - a. Update on logo/tagline rollout
 - b. Discuss letterhead/icons
- VII. Social Media Update and Monthly Report
 1. Discussion regarding ideas to boost engagement and community support
 2. Monthly Report - Social Media Specialist Savall
- VIII. Consider placing monthly reports on file
- IX. Public Comment
- X. Establish next meeting date:
 1. Next regular meeting: Thursday, April 20, 2023 at 5:15 pm
- XI. Adjournment