



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY JANUARY 26, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 413-591-2849 PIN 764 770 524 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. Consider approval of December 19th meeting minutes
- III. Social Media:
 1. Introduction - Social Media Specialist - Hallie Savall
 2. Social Media Policy
 3. Social Media Calendar & Monthly Report
 4. Onboarding Process
- IV. Discussion on plan to roll-out City's new logo/tagline
 1. Merrill Logo/Tagline Rollout 2023
- V. Consider spending for digital marketing for 2023 using funds left over in the 2022 budget
 1. Marketing for 2023 - The Digital Ring marketing firm information
 2. Marketing for 2023 - Spectrum Marketing Strategy
- VI. Update on Town Hall video
 1. Town Hall recap, video and Facebook message
- VII. Presentation and discussion of the City's redesigned homepage
- VIII. Marketing & Communications Update & Monthly Report:
 1. Spectrum Research Presentation
 2. Monthly Report - Marketing Specialist Kuczmarski
 3. Consider placing monthly reports on file
- IX. Public Comment
- X. Next meeting date and time:
 1. Next regular meeting: Thursday, February 16th at 5:15 PM
- XI. Adjournment