



CITY OF MERRILL
MARKETING & COMMUNICATIONS
COMMITTEE
AGENDA • THURSDAY, JANUARY 18, 2024

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 561-507-1716 PIN 113 309 327 #

- I. Call to Order
- II. Consider approving minutes from the previous meeting:
 - 1. November 14, 2023 minutes
- III. General Agenda Items for Consideration:
 - 1. Food Truck-a-Palooza updates and discussion (overall plan, budget, funding summary)
 - Discuss and consider live on-site radio broadcasting options
 - 2. General Marketing focus:
 - Winter Sports
 - Spring - housing/relocation focus
 - 3. Street Banner Update
 - 4. Broadband Act of 2023 - information only
 - 5. Visitor's Guide, Chamber trade shows discussion/update
- IV. Monthly Reports and Updates
 - 1. Monthly Reports - Social Media Specialist Savall - December and January
 - Social Media Analytics - November and December
 - 2. Monthly Report - Midwest Communications Baseline Report/Contracted advertising
 - 3. Consider placing monthly reports on file
- V. Public Comment
- VI. Date and Time of Next Meeting: Thursday, February 15 at 5:15 PM
- VII. Adjournment

The Merrill City Hall is accessible to the physically disadvantaged. If special accommodations are needed, please contact the Merrill City Hall at (715) 536-5594.