

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, January 18, 2024 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Alderperson's Weix and Meyer, Social Media Specialist Savall, Scott Steele, Sarah Sturm, Dan Wendorf, Laurie Ollhoff and John Greenwood. Chair Fermanich, Renea Frederick and Tammie Mrachek were excused.

Also Present: Interim CA Akey, City Clerk Anderson-Malm and Clyde Nelson (remote)

Alderperson Weix chaired the meeting in Ms. Fermanich's absence.

- I. Alderperson Weix called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes** - Alderperson Meyer made a motion to approve the November 14th meeting minutes. Alderperson Weix seconded and the motion carried.
- III. **General Agenda Items:**
 1. **Food Truck-a-Palooza updates and discussion** – SMS Savall gave an update. A Facebook page has been created. The revenue generated from this event will be placed in a non-lapsing account to be used for this and future events. There was discussion regarding on-site live radio broadcasting and SMS Savall supplied information.

Following discussion Alderperson Meyer made a motion to approve \$1,000 for live radio broadcast with WIFC and WDEZ for 4 hours total on May 18th. Alderperson Weix seconded and the motion carried.
 2. **General Marketing focus – Winter Sports and Spring (housing/relocation focus)** – There was no discussion or action taken due to the absence of Chair Fermanich.
 3. **Street Banner update** – City Administrator Akey updated the committee. Estimated installation will be in May.
 4. **Broadband Act of 2023** – This was information only. No action was taken.
 5. **Visitor's Guide and Chamber trade shows discussion/update** – Sarah Sturm from the Merrill Chamber highlighted some items with the new Visitor's Guide. Clyde Nelson informed the committee of distribution of the guides. Some of the trade shows members of the Chamber will be attending include: Iowa at the end of January, Green Bay Sport Show, La Crosse Sport Show and Madison Sport Show all of which will be in January and February. The Chamber plans on attending other shows throughout the year.
- IV. **Monthly Reports and Updates:**
 1. **Monthly Report – Social Media Specialist Savall** – The reports were included in the packet.
 2. **Monthly Report – Midwest Communications** – The reports were included in the packet. It was requested Cameo be present at the February meeting.

Alderson Meyer made a motion to place the reports on file. Alderson Weix seconded and the motion carried.

- V. **Public Comment** - There was no public comment.
- VI. **Next meeting date:** Thursday, February 15 at 5:15 PM
- VII. **Adjournment** – Alderson Meyer made a motion to adjourn. Alderson Weix seconded and the motion carried. The meeting was adjourned at 5:43 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm