



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, MARCH 21, 2024

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 929-999-1536 PIN 748 264 645 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. February 15th meeting minutes

III. General Agenda Items for Consideration

1. Revenue and Expense voucher summaries
2. Food Truck-a-palooza update and discussion
 - a. JEM Grants for marketing update
 - b. Foto News advertising: Newspaper and WI Road-trip ads
 - c. Cost of Food Truck-a-palooza posters from the Foto News
 - d. Discussion and consideration regarding advertising at the Cosmo Theater
3. General Marketing Focus - continued discussion
4. Chamber - Trade Show update
5. LCEDC (Lincoln County Economic Development Corporation) Summit review
6. Future Events - Midwest Communications - Brand Kamp May 2nd
7. Discussion on EV charging station locations - recommended from the Committee of the Whole

IV. Monthly Reports and Updates

1. Monthly Report & Statistical Analytics - Social Media Specialist Savall
2. Monthly Report - Midwest Communications
3. Consider placing monthly reports on file

V. Public Comment

VI. Date and Time of Next Meeting - Thursday, April 18th at 5:15PM

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.