

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, MARCH 21, 2024 MINUTES
REGULAR MEETING - REVISED CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Fermanich called the meeting to order at 5:15 pm.
Present: Alderperson Fermanich, Alderperson Meyer, Alderperson Weix Jr.
Excused: John Greenwood
Absent: Renea Frederick, Rick Bjorklund, Scott Steele
Others present: Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm,
Parks and Recreation Director Wendorf, Chamber Rep Sturm
- II. **Consider approving minutes from the previous meeting**
 1. **February 15th meeting minutes** - Alderperson Weix Jr. motioned to place the February 15 meeting minutes on file. Alderperson Meyer seconded and the motion Passed.
- III. **General Agenda Items for Consideration**
 1. **Revenue and Expense voucher summaries** - The information was included in the packet. There were no questions.
 2. **Food Truck-a-palooza update and discussion** -
 - a. **JEM Grants for marketing update** - There was a brief discussion.
 - b. **Foto News advertising: Newspaper and WI Road-trip ads** - The information was included in the packet. Items B and C were discussed at the same time. Following discussion, Alderperson Weix Jr. motioned to approve \$500 for the Foto News and \$189 for a quarter-page ad in the Wisconsin Magazine. Alderperson Meyer seconded and the motion passed.
 - c. **Cost of Food Truck-a-palooza posters from the Foto News** -
 - d. **Discussion and consideration regarding advertising at the Cosmo Theater** - Alderperson Weix Jr. motioned to Approve \$100/month advertising at the Cosmo Theater to advertise the Food Truck-a-palooza event. Alderperson Meyer seconded and the motion passed.
 3. **General Marketing Focus - continued discussion** - A brief update was given.
 4. **Chamber - Trade Show update** - Chamber Representative Sturm provided the committee with an update.
 5. **LCEDC (Lincoln County Economic Development Corporation) Summit review** - A brief update was given to the committee.
 6. **Future Events - Midwest Communications - Brand Kamp May 2nd** - Chair Fermanich reminded the committee of this upcoming event.

7. **Discussion on EV charging station locations - recommended from the Committee of the Whole** - Alderperson Meyer motioned to refer this item to the April Common Council meeting. Alderperson Weix Jr. seconded and the motion passed.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- The reports were included in the packet. There were no additional questions.
2. **Monthly Report - Midwest Communications** - The report was included in the packet. There were no additional questions.
3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place the monthly reports on file. Alderperson Weix Jr. seconded and the motion passed.

- V. Public Comment** Alderperson Meyer commented on involving the community in suggestions for videos.

Chair Fermanich commented on suggestions for LinkedIn.

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

- VII. Adjournment** Alderperson Weix Jr. motioned to Adjourn. Alderperson Meyer seconded and the motion passed. The meeting was adjourned at 5:46 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm