

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, APRIL 18, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. Call to Order and Introduction of New Committee Member(s)** Chair Fermanich called the meeting to order at 5:15 pm and introduced Alderperson Lass to the committee.

Present: Alderperson Fermanich, Alderperson Meyer, Alderperson Lass

Present Not Voting: Library Director Laurie Ollhoff, John Greenwood, Festival Grounds Manager Rick Bjorklund, Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm

Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek

Others present: City Administrator Akey, City Clerk Anderson-Malm, Alderperson A. Caylor

- II. Consider approving minutes from the previous meeting**

- 1. March 21st meeting minutes** - Alderperson Meyer motioned to approve the revised minutes. Alderperson Lass seconded and the motion passed.

- III. General Agenda Items for Consideration**

- 1. Food Truck-a-palooza update and discussion -**

- a. Revenue/Expense report** - SSM Savall updated the committee. Following discussion, Alderperson Meyer motioned to spend up to \$1,000 on banners for the Food-Truck-a-palooza. Chair Fermanich seconded and the motion passed.

- b. Progress report** - SMS Savall updated the committee. She also stated that May 1st is the deadline for vendors to apply for the event.

- c. ARPA funding from the Common Council** - Chair Fermanich updated the committee regarding the approved ARPA funds. The Common Council voted on April 16th to use \$9,999.76 toward the Food Truck-a-palooza event and future events.

- d. Future consideration of JEM grants and tourism grants** - SMS Savall updated the committee.

- 2. General Marketing - update** - Chair Fermanich updated the committee on various marketing items.

- 3. Chamber Updates - Tourism Annual Report** - The 2023 report was included in the packet. Chamber Rep Sturm gave a brief update.

- 4. Consider approving the shared photo library with the Chamber of Commerce** - No action was taken. More information is needed.

5. **Consider approving the purchase of two standing banners for the City of Merrill** - It was decided this would be brought back to the May meeting with more information.
6. **Future Events - Midwest Communications Brand Kamp on May 2nd** - An update was given.

IV. Monthly Reports and Updates

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

- V. Public Comment** City Clerk Anderson-Malm reminded the committee members to subscribe to agendas/packets through the City's website in order to receive information.

- VI. Date and Time of Next Meeting - Thursday, May 16th at 5:15 pm** Due to conflicts, the next meeting will be Thursday, May 23 at 5:15 pm.

- VII. Adjournment** Alderperson Meyer motioned to Adjourn. Alderperson Lass seconded and the motion Passed. The meeting was adjourned at 6:09 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm