

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, MAY 23, 2024 MINUTES
REGULAR MEETING 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 Lass
Present Not Voting: Sarah Sturm, Library Director Laurie Ollhoff, Social Media Specialist Hallie Savall, City Administrator Akey, Mayor Hass, City Clerk Anderson-Malm
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, John Greenwood, Festival Grounds Manager Rick Bjorklund, Scott Steele
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the April 18th meeting** - Alderperson Meyer motioned to place minutes on file. Alderperson Lass seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the Revenue and Expense Report.** - Chair Fermanich discussed the report with the committee.
 2. **Food Truck-a-Palooza preliminary results and discussion - Social Media Specialist Savall** - Additional information was provided at the meeting. SMS Savall updated the committee with preliminary numbers. The committee discussed the event. All present stated the Food Truck-a-Palooza was a success and thanked Hallie, Mayor Hass and other city personnel and volunteers for all their help.
 3. **Shared photo library update - Nathan Meyer** - No update was provided.
 4. **Standing banners update - Social Media Specialist Savall** - No update was given.
 5. **Street banner results/update** - Chair Fermanich provided an update to the committee.
 6. **Chamber of Commerce - update** - Sarah Sturm provided the committee with an update and Chamber highlights.
 7. **Future marketing and event considerations** -
 - a. **Upcoming Events** - Upcoming events were discussed; Rodeo, LC Fair and the Black Squirrel Scurry
 - b. **2025 Visitor's Guide ad deadline - August 1st** - This will be discussed further at the June and July meetings.
 - c. **JEM Grant application update** - SMS Savall gave an update.

- d. **Midwest Communications - results, modifications, future contract renewals (9/1 and 11/1)** - It was decided this would be discussed further at the June and July meetings regarding the renewals.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- The report was in the packet. There were no additional questions from the committee.
2. **Monthly Report - Midwest Communications** - The report was in the packet. It was suggested Cameo be at the June meeting to answer any questions.
3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place monthly reports on file. Alderperson Lass seconded and the motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, June 27th at 5:15 pm - date change

VII. Adjournment Alderperson Lass motioned to adjourn. Alderperson Meyer seconded and the motion passed. The meeting was adjourned at 6:09 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm