

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, JUNE 27, 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: Library Director Laurie Ollhoff, Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm
Excused: John Greenwood
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund
Others present: Social Media Specialist Savall, City Administrator Akey, City Clerk Anderson-Malm, Midwest Communications Cameo and Connor, Merrill Community Media.
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the May 23rd meeting** - Alderperson Meyer motioned to place minutes on file. Alderperson Lass seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Food Truck-a-Palooza - wrap-up discussion. The report attached does not reflect the final numbers.** - Chair Fermanich updated the Committee. SMS Savall provided additional information and answered questions.
 2. **Discuss and consider the May 31st Revenue and Expense Reports** - The information was provided in the packet.
 3. **Discuss and consider the shared photo library - Nathan Meyer**
- Alderperson Meyer provided additional information at the meeting.
 4. **Discuss and consider standing banners - Social Media Specialist Savall**
- Sarah Sturm from the Chamber of Commerce brought an example of a standing banner they use for tradeshow. It was decided they would purchase two more banners and will work with Sarah regarding the style and design of the banners.
 5. **Discuss and consider 2025 Visitor's Guide ads** - The Committee decided to keep 3 full pages for \$2,500 however, the pictures would change from previous years. SMS Savall and Scott Steele will coordinate and bring the suggestions to the July meeting for final approval.
 6. **Discuss and consider preliminary JEM grants** - SMS Savall stated this is still being worked on and will bring an update in July.

7. **Discuss and consider the Community Night Out event in August** - August 20th is the date for the Community Night Out. There will be a booth to promote the city.
8. **Chamber of Commerce - update** - Sarah Sturm updated the Committee.
9. **Discuss Upcoming Event Promotions** - The following are upcoming events: Movie at the Airport in the fall - no date has been set; Airport will have a fly-in in 2025; 150th Celebration for Lincoln County in October 2024; Black Squirrel Scurry; the fair in August; Labor Day parade and car show.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- The report was in the packet and additional information was provided at the meeting.
2. **Monthly Report - Midwest Communications** - Cameo and Connor from Midwest Communications provided an update to the Committee. They reviewed their report and answered 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, July 18th at 5:15 pm

VII. Adjournment Alderperson Lass motioned to adjourn. Alderperson Meyer seconded and the motion passed. The meeting was adjourned at 6:18 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm