

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

- I. **Call to Order** Chairperson Fermanich called the meeting to order at 5:15 PM.
Present: Alderperson Fermanich, Alderperson Meyer, Alderperson Lass
Present Not Voting: Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm
Excused: Enrichment Center Manager Tammie Mrachek, Library Director Laurie Ollhoff
Absent: Renea Frederick, Parks Director Dan Wendorf, John Greenwood, Festival Grounds Manager Rick Bjorklund
Others present: City Administrator Akey, City Clerk Anderson-Malm
- II. **Consider approving minutes from the previous meeting**
 1. **June 27th meeting minutes** - Alderperson Meyer motioned to place minutes on file. Alderperson Lass seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and approve Revenue & Expense Reports -**
 - a. **Food Truck-a-Palooza - Revenue/Expense Summary** - There were no questions.
 - b. **June Revenue and Expense Report** - Chair Fermanich reminded the committee to be mindful of the funding source and that the committee needs to be cautious going forward with marketing. Alderperson Meyer motioned to approve the revenue and expense report. Alderperson Lass seconded and the motion passed.
 2. **Update on shared photo library and release form - SMS Hallie Savall**
- SMS Savall updated the committee with the revised release form.
 - a. **Video Production update** - SMS Savall presented three short videos that have been completed. The committee provided feedback which included a request for a different voice be used for future spots.
 3. **Discuss and approve standing banner designs** - An additional handout with two standing banner designs was provided at the meeting. The committee agreed to the 4-picture style. Scott Steele will work on the design and cost and present his findings to the committee in August.
 4. **Discuss and consider the 2025 Visitor's Guide** - Three pages were approved at the July meeting. SMS Savall will update the photos to use and will bring this item back at the August meeting.
 5. **Grant Applications - update -**

- a. **JEM Grant - August 1st deadline** - SMS Savall is working to meet the August 1st deadline.
- b. **2025 Tourism Grant - September 20th deadline** - SMS Savall updated the committee.
6. **Community Night Out - August 20th - update** - SMS Savall updated the committee.
7. **Midwest Communications Contract Renewals - update** - Chair Fermanich updated the committee regarding the expiration dates of the two contracts with Midwest Communications. Following discussion, Alderperson Lass motioned to extend both contracts until 12/31/2024 and review the contracts for the 2025 budget year. Alderperson Meyer seconded and the motion passed.
8. **Chamber of Commerce - update** - Sarah Sturm updated the committee. The Chamber will order 20,000 copies of the 2025 Visitor's Guide. They will be attending the State Fair on August 4th. She also mentioned the August 15th lunch concert at Banker's Square.
9. **Discussion on upcoming event promotions** - A movie event is scheduled at the Merrill Airport on August 16th at 8:45 pm. The movie shown will be Top Gun.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - The report was included in the packet. There were no additional questions.
2. **Monthly Report - Midwest Communications** - The report was included in the packet.
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, August 15 at 5:15 pm

VII. Adjournment Alderperson Meyer motioned to adjourn. Alderperson Lass seconded and the motion passed. The meeting was adjourned at 5:59 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm