

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, AUGUST 15, 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 Rutkowski, Alderperson Lass
Present Not Voting: Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm
Excused: Library Director Laurie Ollhoff, John Greenwood
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund
Others present: City Administrator Akey, Finance Director Ley, City Clerk Anderson-Malm, IT Manager Brown, Cameo Almi, Sarah Guild, Merrill Community Media
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the July 18th meeting** - Alderperson Lass motioned to place minutes on file. Alderperson Fermanich seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the July Revenue and Expense reports** - Additional information was provided at the meeting. Chair Fermanich and Finance Director Ley answered questions from the committee.
 2. **Shared Photo Library - update** - SMS Savall updated the committee.
 3. **Consider the Standing Banner Design** - Scott Steele updated the committee with a standing banner quote from Vista Print for \$170.00 plus tax. Following discussion, Alderperson Lass motioned to order one sign from Vista Print not to exceed \$170.00 plus tax. Alderperson Rutkowski seconded and the motion passed.
 4. **Consider the Visitor's Guide ads for 2025** - SMS Savall updated the committee regarding the photos being used for the 2025 Visitor's Guide. Three pages for the Visitor's Guide were approved at a previous meeting. Not further action was taken.
 5. **Discuss and consider an additional landing page to the City website.**
- Additional information was provided at the meeting regarding a landing page on the city website. Scott Steele and IT Manager Brown answered questions from the committee. Following discussion, Alderperson Rutkowski motioned to add a landing page on the city website. Alderperson Lass seconded and the motion passed.
 6. **Grant Applications - update -**
 - a. **JEM Grant - revised deadline** - SMS Savall updated the committee.

- b. **Tourism Grant - 2025 deadline 09/20/2024 and 2024 Funds received (\$1,000)** - SMS Savall updated the committee.
- 7. **Community Night Out - update** - SMS Savall updated the committee.
- 8. **Midwest Communications Contract - extensions** - The contract extensions were included in the packet and approved at the July meeting. No further action was needed.
- 9. **Preliminary Budget for 2025** - Additional information was provided at the meeting. Following discussion, Alderperson Lass motioned to forward the proposed budget to the Common Council with a review of the Midwest Communications Proposal. Alderperson Fermanich seconded and the motion passed.
- 10. **Chamber Update** - Chamber of Commerce Representative Sturm updated the committee.

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.
- 2. **Monthly Report - Midwest Communications** - The report was included in the packet. Cameo answered questions from the committee.
- 3. **Consider placing monthly reports on file** - Alderperson Rutkowski motioned to place the 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, September 19 at 5:15 pm

VII. Adjournment Alderperson Lass motioned to adjourn. Alderperson Rutkowski seconded and the motion passed. The meeting was adjourned at 6:29 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm