

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, NOVEMBER 21, 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, Mayor Hass, City Administrator Akey, City Clerk Anderson-Malm, Cameo Almli
- II. Consider approving minutes from the previous meeting**
 - 1. Minutes from the October 17th meeting.** - Alderperson Rutkowski motioned to approve. Alderperson Lass seconded and the motion passed.
- III. General Agenda Items for Consideration**
 - 1. Discuss and consider the September and October Revenue and Expense Reports** - The reports were included in the packet. No further action was taken.
 - 2. Discuss and consider any strategic plan revisions as they pertain to marketing** - Chair Fermanich reminded the committee to have all revisions regarding the Strategic Plan to City Administrator Akey or Mayor Hass by the end of November.
 - 3. Update on approved 2025 budget** - Chair Fermanich updated the committee regarding the budget revisions.
 - 4. Update on Business Hiring survey** - No update was provided.
 - 5. Update on the Social Media Specialist role** - Chair Fermanich updated the committee regarding the Social Media Specialist role change. As of January 1, 2025, Hallie Savall will not be a contracted employee. The title of the position is still under consideration.
 - 6. Tour of Lights - update** - SMS Savall updated the committee. Seven homes are signed up for the tour and fifteen people are signed up for space on the buses. The event is on the city's Facebook page.
 - 7. Chamber of Commerce - update** - Sarah Sturm updated the committee. The 2025 Visitor Guides will be available the first or second week of December. The Christmas Parade is scheduled on Saturday, December 7th and there are currently 20 participants entered.
- IV. Monthly Reports and Updates**
 - 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall -**

- 2. Monthly Report - Midwest Communications -**
- 3. Consider placing monthly reports on file -** All reports were included in the packet. Alderperson Rutkowski motioned to place the reports on file. Alderperson Lass seconded and the motion passed.
- V. Public Comment** Scott Steele, County Road K, commented on paperwork that was provided at the meeting regarding a banner for the city to use at events.
- VI. Date and Time of Next Meeting - December meeting - Call of the Chair**
- VII. Adjournment** Alderperson Lass motioned to adjourn. Alderperson Rutkowski seconded and the motion passed. The meeting was adjourned at 5:30 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm
Minutes are in draft form until approved at the next scheduled meeting.