

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, JANUARY 23, 2025 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
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Scott Steele, Sarah Sturm, City Administrator Akey, City Clerk Anderson-Malm, Cameo Almli, Merrill Community Media
- II. **Consider approving minutes from the previous meeting**
 1. **November 21 meeting minutes** - Alderperson Rutkowski motioned to place the minutes on file. Alderperson Fermanich seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the November and December Revenue and Expense Reports** - Alderperson Rutkowski motioned to approve. Alderperson Fermanich seconded and the motion passed.
 2. **Discuss and consider the Business Hiring Survey** - Scott Steele explained to the committee that the baseline is a survey that will be sent to Merrill businesses regarding hiring and whether those individuals are Merrill residents or outside of the Merrill area. This will be extended to Chamber members and non-members. Alderperson Rutkowski motioned to go ahead with the survey. Alderperson Fermanich seconded and the motion passed.
 3. **Review the retractable banner design** - Scott Steele updated the committee regarding the banner. Pictures should be replaced with landmark and updated photos (neighborhood, graduation, River Bend Trail). Scott will meet with Sarah from the Chamber and bring the new design to the committee.
 4. **Initial discussion on current marketing strategies and potential modifications** - Alderperson Fermanich and Scott Steele started the discussion regarding marketing strategies. Scott will work with Midwest Communications and SMS/FGC Savall regarding marketing effectiveness. This will be on the February agenda for further discussion.
 5. **Food Truck-a-palooza 2025 update and discussion** - SMS/FGC Savall provided an update. The date for the Food Truck-a-Palooza is May 17th. Currently, there are 11 trucks and 25 vendors committed to the event.
 6. **Chamber of Commerce update** - Sara provided an update. 2025 Destination Guides were provided at the meeting. Sarah discussed the upcoming spring shows and the NFL draft and answered questions from the committee.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- All reports were included in the packet.
2. **Monthly Report - Midwest Communications** - The report was included in the packet. Cameo highlighted some items and updated the committee.
3. **Consider placing monthly reports on file** - Alderperson Rutkowski motioned to place the reports on file. Alderperson Fermanich seconded and the motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, February 20 at 5:15 pm

VII. Adjournment Alderperson Rutkowski motioned to adjourn. Alderperson Fermanich seconded and the motion passed. The meeting was adjourned at 5:56 pm.

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