

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, FEBRUARY 20, 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: D4 Alderperson Fermanich, D8 Alderperson Rutkowski, D5 Alderperson Holdorf
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, Scott Steele, Sarah Sturm, Mayor Hass, CA Akey, City Clerk Anderson-Malm, Cameo Almli, IT Manager Brown, Sarah Guild, Merrill Community Media.
 1. **Introduce D5 Alderperson - Landis Holdorf** - Chair Fermanich introduced newly appointed District 5 Alderperson Landis Holdorf to the committee.
- II. **Consider approving minutes from the previous meeting**
 1. **January 23 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. **The March meeting packet will include January and February Revenue/Expense reports.** -
 2. **Discuss and Consider the 2025 Marketing Strategies & Focus** - Scott Steele led the discussion and provided an overview of the previous strategy. LCECD Guild joined the discussion and provided additional information. Following the presentation, no action was taken. This will be on the March agenda for further discussion.
 3. **Business Hiring Survey - update** - Scott Steele provided an update. The survey will be sent via email to businesses.
 4. **Chamber of Commerce - update** - Sarah Sturm provided an update. She mentioned the 4 shows the Chamber has participated in and updated information regarding the NFL draft.
- IV. **Monthly Reports and Updates**
 1. **Monthly Report & Statistical Analytics - Fairgrounds Coordinator/Social Media Specialist Savall** - SMS Savall highlighted some items from her report.
 2. **Monthly Report - Midwest Communications** - Cameo Almli from Midwest Communications provided additional information and highlighted some items on her report.
 3. **Consider placing monthly reports on file** - Alderperson Rutkowski motioned to place the reports on file. Alderperson Holdorf seconded and the motion passed.

V. Public Comment None.

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

VII. Adjournment Alderperson Holdorf motioned to adjourn. Alderperson Rutkowski seconded and the motion passed. The meeting was adjourned at 5:50 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

Minutes are in draft form until approved at the next scheduled meeting.