

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, MARCH 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, Sarah Sturm, City Clerk Anderson-Malm, Midwest Communications - Cameo Almli, Sara Guild (remote), Merrill Community Media
Excused: Scott Steele
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the February 20th meeting.** - D8 Alderperson Rutkowski motioned to place minutes on file. D5 Alderperson Holdorf seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Discuss and consider the January and February revenue/expense reports.** - No action was taken.
 2. **Review and discuss the Marketing Strategy Revisions** - Chair Fermanich updated the committee with recommendations regarding extending the target audience to 18-45 years old. The marketing shift will be to employment.
 3. **Business Survey update** - Chair Fermanich updated the committee. The survey is ready to be sent to business owners.
 4. **Chamber of Commerce - update** - Sarah Sturm updated the committee. She attended the Wisconsin Governors Conference on Tourism with Clyde Nelson. The Chamber also hired Sarah Brooks to fill a vacant position.
 5. **LCEDC Economic Summit Opportunity** - Sarah Guild was remote and provided the committee with an update. The LCEDC Economic Summit will be held on Tuesday, April 8th, at the Inshalla Country Club in Tomahawk.
- IV. **Monthly Reports and Updates**
 1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - SMS Savall highlighted some items on her report. Website traffic dropped due to changes with the geo-fencing adjustment.
 2. **Monthly Report - Midwest Communications** - Cameo Almli provided an overview and further explained the drop in website traffic. She also talked about the marketing focus to concentrate on jobs and employment.

- 3. Consider placing monthly reports on file** - D8 Alderperson Rutkowski motioned to place monthly reports on file. D5 Alderperson Holdorf seconded and the motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, April 17th at 5:15 pm

VII. Adjournment D5 Alderperson Holdorf motioned to adjourn. D8 Alderperson Rutkowski seconded and the motion passed.

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