



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, JULY 17, 2025

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 530-500-4220 PIN 681-340-416 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
 1. Minutes from the June 19th meeting
- III. General Agenda Items for Consideration**
 1. Discuss and consider the June Revenue and Expense Report.
 2. Discuss and approve the revised Merrill Marketing Campaign overview.
 3. Discuss and consider the Merrill Business Video Scripting and overview.
 4. Discuss and consider alternative video production options.
 5. Discuss and consider the Destination Guide ad concept.
 6. Discuss and consider street banner program options.
 7. Discuss and consider Community Night Out participation.
 8. Chamber of Commerce update
 9. Lincoln County Economic Development update
- IV. Monthly Reports and Updates**
 1. Monthly Report & Statistical Analytics - Social Media Specialist Savall
 2. Consider placing monthly reports on file
- V. Public Comment**
- VI. Date and Time of Next Meeting - Thursday, August 21st at 5:15 pm**
- VII. Adjournment**

The Merrill City Hall is accessible to the physically disadvantaged. If special accommodations are needed, please contact the Merrill City Hall at (715) 536-5594.