



**CITY OF MERRILL**  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**AGENDA • THURSDAY, AUGUST 21, 2025**

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**Regular Meeting** **5:15 PM**  
**City Hall Council Chambers**

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To attend remotely call 650-597-3886 PIN 433 411 343 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
  1. July 17th meeting minutes
- III. General Agenda Items for Consideration**
  1. Discuss and consider the July Revenue and Expense Reports
  2. Discuss and consider approval of overall revised Marketing Campaign direction as presented in July - emotional appeal directed at lifestyle, jobs, living and working in Merrill.
  3. Discuss and consider approval of the Destination Guide ad concept
  4. Discuss and consider approval of the Destination Guide ad cost and page size
  5. Discuss and consider Business Video examples
  6. Discuss and consider approval of video production from Christiana Munny
  7. Discuss and consider street banner carryover from the July meeting
  8. Discuss and consider budget suggestions/requests for 2026
  9. Chamber of Commerce update
  10. 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, September 18th 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.