

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
Tuesday, November 14, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

Present: Chair Fermanich, Alderperson's Weix and Meyer, Scott Steele, Renea Frederick and Sarah Sturm. Dan Wendorf, Tammie Mrachek and John Greenwood were excused.

Also Present: Interim CA Akey, City Clerk Anderson-Malm and IT Manager Brown.

- I. Chair Fermanich called the meeting to order at 5:15 PM.
- II. **Approval of previous meeting minutes** - Alderperson Meyer made a motion to approve the October 19th meeting minutes. Alderperson Weix seconded and the motion carried.
- III. **General Agenda Items:**
 - 1. Discussion and approval of final draft of wedding planner ad** – Chair Fermanich reviewed the ad that was provided at the meeting. Scott Steele suggested adding a URL to the ad. Following discussion, Alderperson Meyer made a motion to approve the final draft of the wedding planner ad with the URL added. Alderperson Weix seconded and the motion carried.
 - 2. Discussion and consideration of Visitor's Guide options** – Chair Fermanich reviewed the handout that was supplied at the meeting. Sarah Sturm from the Merrill Chamber said they are ordering 13,000 guides this year compared to 10,000 in 2023. A motion was made by Alderperson Meyer to approve the Visitor Guide options. Alderperson Weix seconded and the motion carried.
 - 3. Discussion and update of the Tour of Lights on December 13, 2023** – Chair Fermanich provided SMS Savall's summary for the tour.
 - 4. Discussion and update of Food Truck-a-palooza on May 18, 2024** – Chair Fermanich reviewed the information that was provided in the packet. Following a brief discussion, no further action was taken.
 - 5. Update on Street Banners** – Chair Fermanich gave a brief update of the street banners.
- IV. **Monthly Reports and Updates:**
 - 1. Monthly Report – Social Media Specialist Savall** – The reports were included in the packet.

Alderperson Meyer made a motion to place the reports on file. Alderperson Weix seconded and the motion carried.

Chair Fermanich reminded the committee to get all information regarding upcoming events to Hallie.
- V. **Public Comment** - There was no public comment.
- VI. **Next meeting date: Call of the Chair**

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- VII. **Adjournment** – Alderperson Meyer made a motion to adjourn. Alderperson Weix seconded and the motion carried. The meeting was adjourned at 5:41 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm