

**CITY OF MERRILL  
MARKETING & COMMUNICATIONS COMMITTEE  
THURSDAY, MAY 21, 2026 MINUTES  
REGULAR MEETING    CITY HALL COUNCIL CHAMBERS    5:15 PM**

- I. **Call to Order** Chair Meyer called the meeting to order at 5:15 pm  
Present: D3 Alderperson Meyer, D5 Alderperson Holdorf  
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall,  
City Administrator Akey, City Clerk Anderson-Malm, LCED Sarah Guild  
Excused: Scott Steele, Director Chamber of Commerce Sarah Brooks  
Absent: D4 Alderperson LaDonna Fermanich
  
- II. **Public Comment** There was no public comment.
  
- III. **Consider approving minutes from the previous meeting**
  1. **Minutes from the April 16th meeting.** - (D3 Alderperson Meyer/D5 Alderperson Holdorf) motion/second to place minutes on file. The motion passed.
  
- IV. **General Agenda Items for Consideration**
  1. **Review the Revenue and Expense report.** - (D3 Alderperson Meyer/D5 Alderperson Holdorf) motion/second to approve. The motion passed.
  
  2. **Food Truck-a-Palooza update** - SMS Savall gave an update. There were approximately 632 wristbands sold to people who wanted to purchase beer. There were approximately 1,050 wristbands purchased for the bounce houses. There were 35 food trucks and some of the trucks sold out of items. There were 45 craft and non-profits there. The ATM went through \$8,800 in cash. The weather was great! Next year SMS Savall will be looking to hire people to take care of the garbage and bathrooms. Alderperson D3 Meyer suggested help with parking; possibly a non-profit group. Next year's event is scheduled for May 15th.
  
  3. **250th City Celebration plans - update** - SMS Savall mentioned Ace Hardware ordered more flowers to accommodate the red, white and blue theme. A decorating contest for homes and businesses will take place with the winners being announced at the Labor Day Car Show.
  
  4. **250th City Banners - update** - CA Akey said 40 banners were ordered and will be concentrated at the City entrances. There will be no business names on these banners but businesses will be asked to donate towards them. The banners will be up for 2-3 months. Next year, they will go through a different company for banners.
  
  5. **Future events and opportunities - discussion/update** - SMS Savall mentioned the banner program, Memorial Day Event, videos on FB, VFW Memorial Day Event, the Rodeo and the Fair coming up as well as the Labor Day parade and car show.

6. **Chamber of Commerce - update** - Chamber Executive Director Sarah Brooks was not present at the meeting. SMS Savall gave the update. June 1st is the golf outing. There are currently \$7,000 in donations toward the Christmas decorations. Duncan Donuts is scheduled to open on June 12th. Sip and Stroll will take place with businesses on October 17th.
7. **LCED - update** - LCEDC Sarah Guild provided an update. The Economic Summit was held in April with 119 participants. Most of the participants were within an hour of Merrill. She thanked Hallie for all of her and her husband's work before and after the event. Positive feedback has been received. The 2027 event will be in Tomahawk. She mentioned summer is their slow time so she is working on projects and ideas. The new location is the former adult charter school in front of Fre Marq.

## V. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall** - SMS Savall's reports were in the packet. She mentioned FB reaches and views are over 100,000. She also wanted to correct some rumors that were on FB regarding the Food Truck-a-Palooza. That event is not paid for by the City or taxpayers. The sponsors, vendors, and food trucks help pay for the event. She is working on other events for the future and answered questions from the committee.
2. **Consider placing monthly reports on file** - (D5 Alderperson Holdorf/D3 Alderperson Meyer) motion/second to place monthly reports on file. The motion passed.

## VI. Date and Time of Next Meeting - Thursday, June 18th at 5:15 pm

- VII. **Adjournment** (D5 Alderperson Holdorf/D3 Alderperson Meyer) motion/second to adjourn. The motion passed. The meeting adjourned at 5:43 pm.

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