



CITY OF MERRILL

MARKETING & COMMUNICATIONS

AGENDA • THURSDAY OCTOBER 19, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 530-424-9747 PIN 854 310 132 #

- I. Call to Order
- II. Consider approving minutes from the previous meeting:
 1. September 21 meeting minutes
- III. General Agenda Items:
 1. Review and discuss initial Midwest Communications on-line Marketing:
 - a. Dashboard Report Overview
 - b. Demo of current ads being run by MWC
 2. Discuss and consider extended Midwest Communications Proposal
 3. Discuss and consider rental ad draft for Expo Center for wedding planner
 4. Approve final street banner design
 5. Discuss 2024 Visitor's Guide ad concept
 6. Discuss Tour of Lights - December 13, 2023
 7. Discuss LCEDC (Lincoln County Economic Development Corporation) Marketing Merrill funding request
 8. Discuss next three-month marketing highlights
- IV. Monthly Reports and Updates:
 1. Monthly Reports:
 - a. Monthly Report - Social Media Specialist Savall
 - b. MWC on-line Dashboard Report (as presented earlier)
 - c. Consider placing reports on file
 2. Updates and Future Events:
 - a. May 18, 2024 First Annual Food Truck Dustoff at Merrill Festival Grounds
- V. Public Comment
- VI. Next meeting date: Thursday, November 16 at 5:15 PM
- VII. Adjournment