

**CITY OF MERRILL**  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**THURSDAY, October 19, 2023 - MINUTES**  
**Regular Meeting    City Hall Council Chambers    5:15 p.m.**

Present: Chair Fermanich, Alderperson's Weix and Meyer, Scott Steele, John Greenwood, Tammi Mrachek, Laurie Ollhoff and Clyde Nelson. Renea Frederick and Sarah Sturm were excused.

Also Present: Mayor Hass, Interim CA Akey, Social Media Specialist Savall, Festival Grounds Manager Bjorklund, Cameo Roets (didn't have a microphone so I could not hear her new last name) and Connor Finucan and Merrill Community Media.

- 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 September 21st meeting minutes. Alderperson Weix seconded and the motion carried.

III. **General Agenda Items:**

**1. Review and discuss initial Midwest Communications on-line Marketing** – Cameo Roets and Connor Finucan reviewed the report and explained the overview. A radio ad demo was provided. No further action was taken.

**2. Discuss and consider extended Midwest Communications proposal** – Cameo discussed the extended proposal using YouTube, OTT and CTV ads. She answered all questions and concerns from the Committee.

Following discussion Alderperson Weix motioned to accept the \$29,803 proposal and forward to the Common Council for final approval. Chair Fermanich seconded and the motion carried.

**3. Discuss and consider rental ad draft for Expo Center for wedding planner** – SMS Savall discussed the ad for the wedding planner. Updated pictures and revisions were discussed and will be implemented. The final draft will be presented at the November meeting.

**4. Approve final street banner design** – Alderperson Meyer made a motion to approve the street banner design. Alderperson Weix seconded and the motion carried.

**5. Discuss 2024 Visitor's Guide ad concept** – The Committee discussed the concept. No further action was taken.

**6. Discuss Tour of Lights – December 13, 2023** – SMS Savall updated the Committee with information for the Tour of Lights.

**7. Discuss LCEDC (Lincoln County Economic Development Corporation) marketing funding request** – Chair Fermanich read the request and provided an updated request. Alderperson Meyer motioned to deny the funding request at this time and possibly review in one year. Chair Fermanich seconded and the motion carried.

**8. Discuss next three-month marketing highlights** – Chair Fermanich briefly discussed the future highlights. This will be discussed further at the November meeting.

IV. **Monthly Reports and Updates:**

**1. Monthly Report – Social Media Specialist Savall** – The reports were included in the packet.

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

**2. Updates and future events – May 18, 2024 First Annual Food Truck Event at the Merrill Festival Grounds** – SMS Savall updated the Committee with information. The name is still being worked on and approximately 20 food trucks will be contacted to participate.

V. **Public Comment** - There was no public comment.

VI. **Next meeting date: Call of the Chair**

VII. **Adjournment** – Aldersperson Meyer made a motion to adjourn. Aldersperson Weix seconded and the motion carried. The meeting was adjourned at 6:32 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm using Merrill Community Media video.