



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, FEBRUARY 15, 2024

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 443-671-4939 PIN 467 186 443 #

- I. Call to Order
- II. Consider approving minutes from the previous meeting:
 1. January 18, 2024 minutes
- III. General Agenda Items for Consideration:
 1. Food Truck-a-Palooza updates and continued discussion
 - a. Discuss and consider live on-site radio broadcasting - proposals from WJMT and Midwest Communications
 - b. Bounce House update and discussion
 2. General Marketing Focus:
 - a. Spring - housing/relocation focus
 - b. Spring Sports
 - c. Spring Events
 3. Chamber trade shows - update
 4. LCEDC Summit - March 14 and 15
 5. Midwest Communications - Brand Kamp - May 2
 6. General Committee meeting protocol
- IV. Monthly Reports and Updates
 1. Monthly Reports - Social Media Specialist Savall - February
 - a. Social Media Analytics - January
 2. Monthly Report - Midwest Communications
 3. Consider placing monthly reports on file
- V. Public Comment
- VI. Date and Time of Next Meeting: Thursday, March 21 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.

