



CITY OF MERRILL
MARKETING & COMMUNICATIONS

AGENDA • THURSDAY SEPTEMBER 21, 2023

Regular Meeting

City Hall Council Chambers

5:15 PM

To attend remotely call 475-441-5055 PIN 463 962 422 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. August 24th meeting minutes
- III. General Agenda Items:
 1. Update and discuss 2024 Visitor's Guide:
 - * Last year's cost; projected costs
 - * Potential topics and features for consideration
 - * Discuss deadline date of November or early December
 2. Discuss and consider additional Midwest Communications marketing options:
 - a. City of Merrill Overview:
 - * Radio options
 - * OTT and YouTube options
 - * Targeting markets
 - * Direct emailing - recruiting potential
 - * Feature photo packaging and pricing
 - * Proposed calendar
 - b. Proposed costs and options
 3. Update and discussion on applications for WEDC Talent Marketing Grant
- IV. Monthly Reports and Updates:
 1. Monthly Report - Social Media Specialist Savall
 - a. Social Media Update
 - b. On-line marketing report to begin with October meeting
 2. Consider placing reports on file
- V. Public Comment
- VI. Next meeting date: Thursday, October 19 at 5:15 PM
- VII. Adjournment