

CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, September 21, 2023 - MINUTES
Regular Meeting City Hall Council Chambers 5:15 p.m.

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

Also Present: City Clerk Anderson-Malm, Social Media Specialist Savall, Alderperson Sabatke 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 August 24th meeting minutes. Chair Fermanich seconded and the motion carried.
- III. **General Agenda Items:**
 1. **Update and discuss 2024 Visitor's Guide** – Chair Fermanich spoke with Jennifer Gartmann regarding the 2023 guide. The City was given space for free for the guide. The committee discussed items to include in the visitor's guide and referenced the 2023 guide. Hallie Savall thought having 2-3 pages made to look like the city street banners and have Welcome to Merrill and the city's story on the banner. Following discussion, it was decided to have a draft at the October meeting.
 2. **Discuss and consider additional Midwest Communications marketing options** – Chair Fermanich reviewed the information that was handed out at the meeting and explained this would be above the \$1,200/month cost. The committee discussed the additional options for marketing. It was suggested Cameo Roets be invited to the October meeting to answer any additional questions before a decision is made.
 3. **Update and discussion on applications for WEDC Talent Marketing Grant** – Chair Fermanich and the committee discussed ways to use this grant. No further action was taken.
- IV. **Monthly Reports and Updates:**
 1. **Monthly Report – Social Media Specialist Savall** – The reports were included in the packet. SMS Savall mentioned the Wedding Planner ad will be included in her October report. There were no questions from the committee.

Alderperson Meyer made a motion to place the reports on file. Alderperson Weix seconded and the motion carried.
- V. **Public Comment** - There was no public comment.
- VI. **Next meeting date: Thursday, October 19 at 5:15 pm**
- VII. **Adjournment** – Alderperson Weix made a motion to adjourn. Alderperson Meyer seconded and the motion carried. The meeting was adjourned at 6:08 PM.

Minutes respectfully submitted by City Clerk - Lori Anderson-Malm
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