

**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, FEBRUARY 15, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. Call to Order:** The meeting was called to order by Chairperson Fermanich at 5:15 PM.

Present - Alderperson LaDonna Fermanich, Alderperson Nathan Meyer, Chamber of Commerce Sarah Sturm, Enrichment Center Director Tammi Mrachek, Library Director Laurie Ollhoff

Absent - Mark Weix Jr., Clyde Nelson, Renea Frederick, Dan Wendorf, John Greenwood, Scott Steele

Others in attendance: Mayor Hass, City Clerk Anderson-Malm, City Administrator Akey, Festival Grounds Manager Bjorklund, Social Media Specialist Savall, Cameo Amlfi, and Connor from Midwest Communications.

II. Consider approving minutes from the previous meeting::

- 1. January 18, 2024 minutes** - Alderperson Meyer motioned to approve the January 18th meeting minutes. Chair Fermanich seconded and the motion carried.

III. General Agenda Items for Consideration::

- 1. Food Truck-a-Palooza updates and continued discussion** - Social Media Specialist Savall gave an update on sponsors, vendors, and participants and answered questions.
- a. Discuss and consider live on-site radio broadcasting - proposals from WJMT and Midwest Communications** - The committee discussed the two proposals from WJMT and Midwest Communications. Following discussion, Alderperson Meyer motioned to use both WDEZ and WJMT for the \$1,000 approved at the previous meeting, splitting that amount between the two stations. Chair Fermanich seconded and the motion carried.
- b. Bounce House update and discussion** - Social Media Specialist Savall updated the committee regarding the bounce house for the Truck-a-Palooza. The Parks and Recreation Department has a bounce house that will be used. Dawn Smith and 1-4 other volunteers will supervise the bounce house. In addition to the bounce house, SMS Savall wants to have face painting and will update at the next meeting. She also stated Incredible Bank is offering their staff to volunteer. The Rotary Club also expressed interest in volunteering.

2. **General Marketing Focus:** - Chair Fermanich wanted to have the committee focus on some of the reasons the Marketing Committee was created. This is a topic that will be brought back for further discussion.
 - a. **Spring - housing/relocation focus -**
 - b. **Spring Sports -**
 - c. **Spring Events -**
3. **Chamber trade shows - update** - Chamber Representative Sarah Sturm updated the committee on the trade shows that were attended and answered questions.
4. **LCEDC Summit - March 14 and 15** - Chamber Representative Sarah Sturm gave an update. There was not a representative from the Lincoln County Economic Development Corporation to answer questions or give further details of the summit to the committee members.
5. **Midwest Communications - Brand Kamp - May 2** - Midwest Communications Representative Cameo handed out invitations for Brand Kamp on May 2nd. She mentioned this was an educational event and answered questions from the committee.
6. **General Committee meeting protocol** - Chair Fermanich reminded the committee of the general meeting protocol. All referrals should be sent to Social Media Specialist Savall or herself for follow-up. Any information regarding an event should follow the same protocol, so there is minimal confusion for vendors and committee members.

IV. Monthly Reports and Updates:

1. **Monthly Reports - Social Media Specialist Savall - February** - The reports were in the packet. SMS Savall highlighted some items from her report.
 - a. **Social Media Analytics - January -**
2. **Monthly Report - Midwest Communications** - Midwest Communications Representatives Cameo and Connor addressed previous questions regarding the report and stated it is a 30-day review.
3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place the reports on file. Chair Fermanich seconded and the motion carried.

V. Public Comment: There was no public comment

VI. Date and Time of Next Meeting: Thursday, March 21 at 5:15 PM:

VII. Adjournment: Alderperson Meyer motioned to adjourn. Chair Fermanich seconded and the motion carried. The meeting was adjourned at 5:59 PM.

Minutes respectfully submitted by City Clerk Anderson-Malm

