



CITY OF MERRILL
MARKETING & COMMUNICATIONS
AGENDA • THURSDAY AUGUST 24, 2023

Regular Meeting	City Hall Council Chambers	5:15 PM
------------------------	-----------------------------------	----------------

To attend remotely call 352-462-5126 PIN 619 876 564 #

- I. Call to Order
- II. Approval of previous meeting minutes:
 1. Minutes from the July 20th meeting
- III. General Agenda Items:
 1. Discussion on general budgetary guidelines and clarification from Finance Director Unertl
 2. Consider and approve Midwest Communications ads for on-line marketing
 3. Discuss and consider WEDC Talent Marketing Grant:
 - * Possible uses
 - * Budgeting considerations
 - * Administration and reporting requirements
 4. Update on potential costs for the 2024 Visitors Guide
 5. Continued discussion of Marketing Consultant options:
 - * Further clarity from committee of the desired needs to be met
 - * What do we need to have completed?
 - * Who or how best to get this accomplished?
 6. Consider and approve the Budget Proposal for 2024
- IV. Monthly Reports and updates:
 1. Survey results from Community Night Out and future Facebook posts - Social Media Specialist Savall
 2. Monthly Report - Social Media Specialist Savall
 - a. Social Media Update
 3. Consider placing reports on file
- V. Public Comment
- VI. Next meeting date: Thursday, September 21 at 5:15 PM
- VII. Adjournment