

## ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE  
DATE: TUESDAY, JULY 21, 2015  
TIME: 4:00 P.M.  
PLACE: FOREST COUNTY BOARD ROOM

### CALL TO ORDER

Chairperson Collins called the meeting to order at 4:00 p.m. and read the agenda.

### ROLL CALL

Members Present: Chaney, Collins & Otto

Absent:

Others present: Steve Nelson, Joshua Jameson, Winda Collins, Jeff Ackley, Jr., Lynne Black, Mike Gruett and Mark Ferris

### APPROVE AGENDA

Motion by Otto to approve the agenda as presented, seconded by Chaney. All present voting AYE. Motion carried.

### APPROVE MINUTES FROM THE JUNE 18, 2015 ADVERTISING COMMITTEE MEETING

Motion by Otto to approve the minutes of the June 18, 2015 meeting, seconded by Chaney. All present voting AYE. Motion carried.

### DISCUSS PLANS ON ADVERTIZING FOR FOREST COUNTY

The main theme for this discussion was to highlight all of Forest County. The idea of highlighting each part of the county in a film or video presentation. The idea is not to single out one part of the county over another. Signage was discussed and how a uniformed look is necessary throughout the county. Armstrong Creek has started and completed the project of uniform signage. Crandon and Laona are starting the process now. With every township in the county to follow. Other ideas discussed were a county app for phones that promote all our county has to offer. The development of itineraries for visitors was discussed. This would have information on things to do in our county for a day or a whole week as an example. It was stated that we need to have partnerships in all parts of the county for these projects. The Scenic Byway was discussed and that the application will be up for approval this fall. Ideas were brought forth to have our county advertising based around the byway. It was discussed how important it was to have tribal representation at this meeting from both the Potawatomi Community and Sokaogon Chippewa Community as representation was in attendance.

### DISCUSS PLANS FOR 2016 SPORT SHOW

Discussion was had on next year's show. The need for more county information on lodging is needed. Also discussed was having one video or presentation on all aspects of the county rather than two. Highlighting the county as a whole equally is the goal the committee is looking for. All the entities at this meeting should be involved putting a presentation together. Doing this first before seeking a professional videographer was agreed upon.

## ADJOURNMENT

The next meeting will be August 25, 2015 @ 4:00 p.m. and the committee will be inviting the Forest County Tourism Commission, Forest County Chamber of Commerce, Forest County Economic Development Partnership and Tribal representatives. There being no further business, motion by Chaney to adjourn, seconded by Otto. All present voting AYE. Motion carried. Meeting adjourned at 5:25 p.m.

These minutes are not official and are subject to change. They will be officially approved at the next scheduled Advertising meeting.