

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: WEDNESDAY, MAY 4, 2016
TIME: 4:00 P.M.
PLACE: FOREST COUNTY BOARD ROOM

CALL TO ORDER

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

ROLL CALL

Members Present: Chaney, Collins, Matuszewski & Otto

Absent:

Others present: Mark Ferris, Mike Gruett, Darryl Landeau, Jean Fannin & Nora Matuszewski

APPROVE AGENDA

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

APPROVE MINUTES FROM THE MARCH 23, 2016 ADVERTISING COMMITTEE MEETING

Motion by Chaney to approve the minutes of the March 23, 2016 meeting, seconded by Matuszewski. All present voting AYE. Motion carried.

DISCUSS SPORT SHOW

Chaney reported the possibility of partnering with ITBEC to cut down on the amount of days at the Sport Show to save money. He believes that by partnering with them it would cut down on the cost and still allow the county to get quite a bit of exposure. There was a lengthy discussion on the positive and negative sides of partnering with ITBEC. No action was taken.

DISCUSS COUNTY SIGNAGE PROJECT AND EVENTS

Darryl Landeau, from North Central Regional Planning Commission was asked to come in to offer his input on moving forward with the signage project. He will look into any grant funding available and has suggested they may be able to help in mapping assistance.

There was a problem with the DOT, they informed Hiles that the wayfinding signs could not be uniform throughout the county. Jean Fannin will check into this for the committee.

The committee identified several destinations that would be designated as signs the county would need:

- Courthouse
- Law Enforcement Center
- ADRC Building
- Deer Park
- Veteran's Campground
- Wolf River State Trail
- Fair Grounds
- Historical Museum

Melinda will be drafting a press release for the County logo.

ADJOURNMENT

The next meeting will be June 15, 2016 @ 4:00 p.m.

There being no further business, motion by Matuszewski to adjourn, seconded by Chaney. All present voting AYE. Motion carried. Meeting adjourned at 4:50 p.m.

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