

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: WEDNESDAY, JUNE 15, 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: Dan Peters, Erin Mayer & Mark Ferris

APPROVE AGENDA

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

APPROVE MINUTES FROM THE MAY 4, 2016 ADVERTISING COMMITTEE MEETING

Motion by Chaney to approve the minutes of the May 4, 2016 meeting, seconded by Otto. All present voting AYE. Motion carried.

DISCUSS RECREATION MAPS

Dan Peters, from the Forestry Department was asked to come in to offer input on yearly Recreation maps. Otto suggested Peters be more involved in the proofing of the maps. Map information needs to be completed by December in order to have maps printed in time for the March Sports Show. Peters will be invited to the October Advertising meeting to offer input. It was agreed that going forward the committee will order 5,000 maps at the beginning of the year and reevaluate during Advertising meetings if there is a need to order additional maps. Maps will be kept at one central location, the Chamber office. The Chamber will keep track of how many maps are given out throughout the year.

DISCUSS SPORT SHOW

There was a lengthy discussion on the positive and negative sides of partnering with ITBEC. Motion by Collins on purchasing a booth for 2017 Sports Show as has been done in the past, seconded by Otto. 3 AYE; 1 NAYE. Motion carried.

Committee will be requesting assistance with working the booth from fellow County Board members at the June 21st County Board Meeting. If they do not receive enough volunteers they will then open up the invitation to Chamber members and members of the ATV Club. Otto suggested making a schedule for the booth so time is spread out evenly between all volunteers.

DISCUSS COUNTY SIGNAGE PROJECT

Mark Ferris reported Hiles is on hold until they receive approval on their signage. Committee will wait for Hiles to receive approval before any further actions are taken.

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

Wolf River/Trail Head
Nicolet State Trail

Discussion on County Signage project will continue at July 13th meeting.

ADJOURNMENT

The next meeting will be July 13, 2016 @ 4:00 p.m.

There being no further business, motion by Chaney to adjourn, seconded by Matuszewski. All present voting AYE. Motion carried. Meeting adjourned at 4:45 p.m.

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