

## ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE  
DATE: TUESDAY, DECEMBER 6, 2016  
TIME: 4:30 P.M.  
PLACE: FOREST COUNTY BOARD ROOM

### CALL TO ORDER

Collins called the meeting to order at 4:30 p.m. and read the agenda.

### ROLL CALL

Members Present: Chaney, Collins, Matuszewski & Otto

Absent:

Others present: Mark Ferris, Walter Leja, and John Volk

### APPROVE AGENDA

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

### APPROVE MINUTES FROM THE NOVEMBER 1, 2016 ADVERTISING COMMITTEE MEETING

Motion by Otto to approve the minutes of the November 1, 2016 meeting, seconded by Chaney. All present voting AYE. Motion carried.

### DISCUSSION WITH JAMIE ANDERSON FROM MSA ON THE COUNTY SIGNAGE PROJECT

Guest appearance by Jamie Anderson from MSA concerning the County signage project. He provided a handout from the Department of Transportation, the Traffic guidelines manual and discussed that the wayfinding signs application permits must come directly from the city and the towns. The county would like the city and towns signs to have the county logo on it and a uniform color. The thoughts from the Advertising committee would be to present a template to the city and towns to adopt that would help to simplify the process.

### DISCUSSION ON THE SPORT SHOW

Bruce Walentowski will set up the Sport Show display at the courthouse for public viewing in the lobby. He will also set up the display at the Sport Show. Cheri provided some examples of Sport Show promotions and the committee decided on the tape measure and a beverage wrench. Cheri will check on pricing and delivery date. There were only two volunteers from the County Board for the Sport Show so the clerk will notify Otto and Matuszewski after the 15<sup>th</sup> of December to open up the schedule to outside volunteers.

### ADJOURNMENT

The next meeting will be January 10, 2017 @ 4:30p.m.

There being no further business, motion by Matuszewski to adjourn, seconded by Chaney. All present voting AYE. Motion carried.

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