

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: THURSDAY, JANUARY 19, 2017
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, Jamie Anderson, & Nora Matuszewski

APPROVE AGENDA

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

APPROVE MINUTES FROM THE DECEMBER 6, 2016 ADVERTISING COMMITTEE MEETING

Motion by Otto to approve the minutes of the December 6, 2016 meeting, seconded by Matuszewski. All present voting AYE. Motion carried.

DISCUSSION ON MAPS

The cost for the maps is as follows:

5,000 maps \$2,186

7,500 maps \$2,802

10,000 maps \$3,417

Dan Peters has added the scenic by-way to the map and the committee would like to include it if possible, and will know more by the next meeting. Otto has confirmation that if the maps are ordered by the next meeting on February 8th the maps will be ready to go for the Sport Show.

Motion by Chaney to order 7,500 maps at the price of \$2,802 to be finalized at the February 8th meeting, seconded by Matuszewski. All present voting AYE. Motion carried.

DISCUSSION ON SIGNAGE TEMPLATE

Jamie Anderson from MSA was present to give an estimated cost of \$2,000 to \$8,000 for the cost for the City permitting, scoping, lay-out, and mapping. He could not give a firm number until the scoping phase begins and he knows what all is needed and where. Otto will work on getting a meeting together with the people needed to begin the scoping phase.

DISCUSSION ON SPORT SHOW

The committee has decided to order 1,000 tape measures for advertising items for the Sport Show. Collins would like extra tickets for the people that are coming down to help out that are not staying. Otto has come up with a coupon brochure for businesses to get involved and will advertise it in the paper.

ADJOURNMENT

The next meeting will be February 8, 2017 @ 4:00p.m.

There being no further business, motion by Matuszewski to adjourn, seconded by Chaney. 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.