

## **ADVERTISING COMMITTEE MINUTES**

COMMITTEE: ADVERTISING COMMITTEE  
DATE: MONDAY, APRIL 24, 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, Paul Millan, & Nora Matuszewski

### **APPROVE AGENDA**

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

### **APPROVE MINUTES FROM THE MARCH 22, 2017 ADVERTISING COMMITTEE MEETING**

Motion by Chaney to approve the minutes of the March 22, 2017 meeting, seconded by Otto. All present voting AYE. Motion carried.

### **DISCUSSION ON SPORT SHOW**

It was discussed that next year for the Sport Show there will be 1500 tape measures ordered instead of 1000, and all remaining centennial jugs will be brought to be handed out. There was a \$160 charge for electricity this year, next year the television will not be utilized so no electricity will be needed. The average cost for the Sport Show was \$4900.

### **DISCUSSION ON SIGNAGE UPDATE**

FCEDP has voted at their meeting to share the cost of Midstates Associates in the signage development. Motion by Otto to pay Midstates Associates up to \$2500 for the signage development, second by Matuszewski. 3 (AYE), Otto, Matuszewski, Collins; 1 (NAY) Chaney. Motion carried.

### **DISCUSSION ON SCENIC BY-WAY UPDATE**

Otto told the committee that they received the official notice that the Scenic By-Way was approved. Steve Nelson is working on grants for advertising the route and an App is being worked on presently that will allow people to see locations of County wide walking trails, food, libraries, etc. Otto told the committee they are working on coordinating a ribbon cutting ceremony for the Scenic By-Way.

### **DISCUSSION ON BEST BURGER CONTEST**

Collins would like to hold a best burger contest in Forest County with the local establishments who are willing to participate with plaques awarded at the end of the contest for different categories of specific burgers. She would like the contest to run from the middle of June until Labor Day weekend. Participants would vote on the burger at the establishment the day they try it. Otto will provide a listing of establishments to contact to see if there is interest.

## ADJOURNMENT

The next meeting will be May 22, 2017 @ 4:00p.m.

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

All present voting AYE. Motion carried. Meeting adjourned at 4:42 p.m.

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