

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: TUESDAY, MARCH 20, 2018
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: Nora Matuszewski, & Mark Ferris

APPROVE AGENDA

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

APPROVE MINUTES FROM THE FEBRUARY 21, 2018 ADVERTISING COMMITTEE MEETING

Motion by Otto to approve the minutes of the February 21, 2018 meeting, second by Collins. All present voting AYE. Motion carried.

DISCUSSION AND REVIEW OF SPORTSHOW

The committee discussed the 2018 Sportshow and all agreed that the cost of the show out-weighs the benefits from it. This year the attendance to the show was down and they only gave out half of the guides and maps that they usually distribute. The people who are running the show are not very considerate of the vendors, and every year there are items that are not available when they arrive. The committee feels that if they send a couple people to spend a couple days with the ITBEC booth they would get just as much exposure.

The committee would like to refocus the money that was spent on the Sportshow toward updating the Forest County map. Some of the suggestions were to add businesses to the map, color code the front of the map to correspond with information on the back about the business; such as days and times of operation.

Motion by Matuszewski to schedule to work with the ITBEC booth for 2019, second by Otto. All present voting AYE. Motion carried.

DISCUSSION ON THE SCENIC BYWAY

No Action

ADJOURNMENT

There being no further business, motion by Otto to adjourn, second by Chaney. All present voting AYE. Motion carried. Meeting adjourned at 5:15 p.m.

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