

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: WEDNESDAY, AUGUST 15, 2018
TIME: 4:30 P.M.
PLACE: FOREST COUNTY BOARD ROOM

CALL TO ORDER

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

ROLL CALL

Members Present: Gallion, Lukas, Miller, & Otto

Absent:

Others present: Nora Matuszewski, Mark Ferris, & Tom Tallier

APPROVE AGENDA

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

APPROVE MINUTES FROM THE MARCH 20, 2018 ADVERTISING COMMITTEE MEETING

Motion by Gallion to approve the minutes of the March 20, 2018 meeting, second by Miller. All present voting AYE. Motion carried.

DISCUSSION AND RECAP OF 2017/2018 ADVERTISING EFFORTS

a) Sport Show

Otto explained to all new committee members what the previous committee had decided pertaining to the Sport Show. She explained that the numbers of attendance have been declining every year and it was decided that the County would join with the ITBEC and advertise at their booth for three different shows. (January-Tinley Park, February- Green Bay RV Show, & March-Milwaukee Sport Show)

b) Maps

There was a new recreation map developed which is delivered to area businesses that help distribute them. This committee is always looking for new input for the map. Miller made the suggestion that the roads and main highways be detailed beyond the county line.

c) Byway

The Company, Swisher Communications has been doing drone work for the Byway and the work is impressive. Businesses can advertise on the website for \$25 and included in the amount can be a 15 second video that can be used on the site and anywhere a business wants to show it.

d) County-wide signage

This was introduced a few years ago and when every town is involved they will allow travelers to find businesses, government facilities, and points of interest in Forest County. Laona and Hiles are almost completed, an added benefit to the signage is that it allows travelers to see that Forest County welcomes people and shows the pride they feel for the County.

DISCUSSION ON 2019 SPORT SHOW

The shows that Forest County will be attending with the ITBEC are as stated above:
January- Tinley Park Show

February- Green Bay RV Park Show
March- Milwaukee Sport Show
Gallion is willing to attend and work for the shows.

DISCUSSION ON QUIET WATERS

Al Murray from Land Conservation has been working on this and has put some of the information on the website and is working on brochures. Otto would like him to attend the next meeting to explain what all he is working on.

PUBLIC COMMENT

K2Pro Sign is working on the Forest County sign. Otto explained that Tallier would like the old sign salvaged if at all possible and put somewhere else in the County. Gallion suggested that Forest County could be possibly added to the welcome signs in Mole Lake, she suggested talking to Brian Tate.

ADJOURNMENT

There being no further business, motion by Gallion to adjourn, second by Lukas. All present voting AYE. Motion carried. Meeting adjourned at 5:35 p.m.

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