

## ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE  
DATE: TUESDAY, OCTOBER 9, 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

### APPROVE AGENDA

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

### APPROVE MINUTES FROM THE AUGUST 15, 2018 ADVERTISING COMMITTEE MEETING

Motion by Lukas to approve the minutes of the August 15, 2018 meeting, second by Miller. All present voting AYE. Motion carried.

### 2019 OFFICIAL FOREST COUNTY VISITORS GUIDE

The deadline for advertising in the guide is November 30<sup>th</sup> and the ad for the Forest County Chamber of Commerce is usually approved and has not been yet. The payment for advertising in the guide will be put on the next Advertising agenda.

### COUNTY WIDE SIGNAGE UPDATE

The county wide signage is in process yet. There were comments on the new Forest County welcome sign, what the cost was, and if there could be similar signs placed at different ends of the County.

### NICOLET WOLF RIVER SCENIC BYWAY UPDATE

The marketing campaign is in full swing and they have 35 businesses that have paid for the 15 second ads. Ferris believes that the grant money may increase the second year because of involvement.

### DISCUSSION ON 2019 SPORT SHOW

The advertising will do 3 shows that are partnered with ITBEC; Green Bay, Chicago, and Milwaukee. Melinda will be sending out sign-up sheets and get the information to the clerk to set up hotel reservations.

### DISCUSSION ON THE 2019 BUDGET

The budget is set for 2019, with a \$3,000 decrease in the Miscellaneous account.

### PUBLIC COMMENT

There will be an ITBEC marketing meeting at the Chamber building on October 24<sup>th</sup> at 10:00 a.m.

Al Murray has made great strides on the maps for the trails, scenic drives, and paddle routes. Al has asked if Advertising would consider paying for some of the printing costs.

#### ADJOURNMENT

The next tentative meeting will be held on November 12, 2018 at 4:30 p.m.

There being no further business, motion by Lukas to adjourn, second by Miller. All present voting AYE. Motion carried. Meeting adjourned at 5:42 p.m.

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