

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: MONDAY, NOVEMBER 12, 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, Tom Tallier, & Mark Ferris

APPROVE AGENDA

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

APPROVE MINUTES FROM THE OCTOBER 9, 2018 ADVERTISING COMMITTEE MEETING

Motion by Lukas to approve the minutes of the October 9, 2018 meeting, second by Gallion. All present voting AYE. Motion carried.

DISCUSSION AND POSSIBLE APPROVAL OF PAYING FOR ADVERTISING IN THE 2019 OFFICIAL FOREST COUNTY VISITORS GUIDE IN THE AMOUNT OF \$2,000

Motion by Gallion to pay for the advertisement, second by Lukas. All present voting AYE. Motion carried.

COUNTY WIDE SIGNAGE UPDATE

There will be signs going up in the spring of 2019.

NICOLET WOLF RIVER SCENIC BYWAY UPDATE

They just finished with the JEM grant and they were just shy of \$4,800. The contacts on Social media were very successful. They will be applying for year two of the grant, which will be a 50/50 reimbursement.

DISCUSSION ON 2019 SPORT SHOW

The clerk will set up the motel rooms for the members attending. There were still a few slots open, but, as of now Gallion and Miller have signed up to work at the shows, which will be in Green Bay, Milwaukee, & Chicago.

DISCUSSION AND POSSIBLE ACTION ON A COURTHOUSE GREETER

There was discussion on a greeter for the courthouse and how to go about advertising for one, as the person would have to be a volunteer. Otto thought organizing and training would be the most difficult and who would be responsible for coming up with the materials to educate the person. Kettlewell was looking into finding a person already, so,

the committee will see what she came up with before deciding on a plan to move forward with the suggestion.

PUBLIC COMMENT

It was brought up at Forestry of possible land acquisitions to connect ATV routes, parking areas, and possibly camping areas. There was discussion about the Dual Sport Riders, and there is a possibility of grant funding to purchase the rails between Crandon and Argonne. Otto feels that there needs to be a show of interest.

ADJOURNMENT

There being no further business, motion by Gallion to adjourn, second by Lukas. All present voting AYE. Motion carried. Meeting adjourned at 5:21 p.m.