

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: TUESDAY, OCTOBER 29, 2019
TIME: 6:00 P.M.
PLACE: FOREST COUNTY BOARD ROOM

CALL TO ORDER

Lukas called the meeting to order at 6:00 p.m. and read the agenda.

ROLL CALL

Members Present: Lukas, Gallion, & Miller

Absent:

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

APPROVE AGENDA

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

APPROVE MINUTES FROM THE FEBRUARY 20, 2019 MEETING MINUTES

Motion by Gallion to approve the minutes of the February 20, 2019 meeting, second by Lukas. All present voting (AYE.) Motion carried.

PUBLIC COMMENT

None

DISCUSSION AND POSSIBLE APPROVAL OF 2020 FOREST COUNTY MAPS

The center of the Visitor Guide will have a small version of the map as a pull-out. The map designs will be done by Crystal at the Traveling Times, but, the printing will be done with 5-Star Distribution, as the cost will be significantly cheaper and they will distribute them from their warehouse for a small fee. The cost difference for the maps from last year is as follows:

- 3,000 Maps 2019 price - \$2,348.50
- 5,000 Maps 2020 price - \$1,691.00

Gallion indicated that it was brought up last year to expand the map into other counties; Jameson will work on getting this added to the maps.

Motion by Miller to have Jameson contract for the printing with 5-Star, and expand the map into other counties, (which may drive up the price a little,) for 5,000 maps in an amount not to exceed \$1,800, second by Gallion. All present voting (AYE.) Motion carried.

DISCUSSION AND POSSIBLE ACTION OF 2020 OFFICIAL VISITOR GUIDE AD

There was some discussion on the ad and the cost to the County. It was explained that the ad is on the front inside of the cover and is a FCEDP Ad.

Motion by Gallion to approve \$2,000 for the Advertising in the 2020 Visitor Guide, second by Miller. All present voting (AYE.) Motion carried.

DISCUSSION ON A MEMBER FROM THE ADVERTISING COMMITTEE BECOMING A REPRESENTATIVE ON THE ITBEC COMMITTEE

Motion by Miller to appoint Kellee Gallion to the open vacancy on the ITBEC Committee, second by Lukas. All present voting (AYE.) Motion carried.

DISCUSSION AND POSSIBLE ACTION ON WIGCOT REGISTRATION PAYMENT

Motion by Miller to pay the WIGCOT registration in the amount of \$240, second by Lukas. All present voting (AYE.) Motion carried.

DISCUSSION AND POSSIBLE ACTION ON THE ADVERTISING BUDGET AND POSSIBLE CARRY-OVER TO 2020 IN RESOLUTION FORM

Motion by Miller to allow payment for the Wisconsin Department of Tourism Grant to the FCEDP in the amount of \$4,000, second by Gallion. All present voting (AYE.) Motion carried.

Motion by Gallion to carry to the remaining budget of Advertising into the 2020 budget in the amount of \$2,684.96, and send to full County Board in resolution form in November, second by Miller. All present voting (AYE.) Motion carried.

DISCUSSION ON THE 2020 SPORT SHOWS

There are four (4) this year:

- Green Bay – January 23-26, 2020
- Tinley Park – Chicago – February 8-9, 2020
- Rockford Illinois – February 7-9, 2020
- Alliance Center – Madison – April 3-5, 2020

Gallion and Miller will be attending the Green Bay and Rockford Shows and piggyback with the ITBEC. When the schedule comes in Jameson will let the committee know so they can set up dates and times to work with ITBEC.

DISCUSSION AND POSSIBLE APPROVAL OF FOREST COUNTY APPAREL FOR SPORT SHOW REPRESENTATIVES

Lukas feels that the representatives from the County working at the Sport Shows should have apparel that has the Forest County Logo on it and Advertising Should pay for it.

Motion by Lukas to purchase Forest County Logo Apparel for representatives attending the Sport Shows, second by Miller. All present voting (AYE.) Motion carried.

ADJOURNMENT

There being no further business, motion by Gallion to adjourn, second by Miller. All present voting AYE. Motion carried. Meeting adjourned at 7:18 p.m.