

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: THURSDAY, FEBRUARY 6, 2020
TIME: 4:30 P.M.
PLACE: FOREST COUNTY BOARD ROOM

CALL TO ORDER

Lukas called the meeting to order at 4:33 p.m. and read the agenda.

ROLL CALL

Members Present: Lukas, Gallion, & Miller

Absent:

Others present: Nora Matuszewski & 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 29, 2019 MEETING MINUTES

Motion by Gallion to approve the minutes of the October 29, 2019 meeting, second by Miller. All present voting (AYE). Motion carried.

PUBLIC COMMENT

None

DISCUSSION AND POSSIBLE ACTION ON THE WIGCOT AND SENDING A REPRESENTATIVE FROM ADVERTISING

Motion by Lukas to send Gallion and pay for the registration and motel, second by Miller. All present voting (AYE). Motion carried.

DISCUSSION AND POSSIBLE ACTION ON DESIGNATING THE CARRY-OVER FUND MONEY USAGE

There was discussion on using the carry-over money for another Forest County sign on Highway 8-West in memory of Melinda Otto, because of her dedication to this County. There may be money through grant with the Forest County Tourism, and Steve Nelson is good at securing grants. The committee will speak with Nelson and the FCEDP as well. Kellee would see if the casino would donate.

Motion by Gallion to ear-mark the carry-over funds for a Forest County sign on Highway 8-West, if possible, and to pursue additional funds to make it happen, and dedicate it in memory of Melinda Otto, second by Miller. All present voting (AYE). Motion carried.

DISCUSSION ON THE 2020 SPORT SHOW PROGRESS

The Green Bay show was set up well, and the flow worked well. The committee would ask that the spreadsheet used for sign-up be available earlier.

DISCUSSION AND REVIEW OF THE 2020 VISITOR GUIDE

Ferris told the committee that advertising was down in the Guide. Everyone was very impressed with the layout this year. The committee would like Jeff Anderson to come to the June County Board and do a presentation on the impact of tourism and the exposure that comes from advertising in the Visitors Guide.

DISCUSSION AND POSSIBLE ACTION ON USING ADVERTISING FUNDS TO PAY FOR AN AD FOR THE SALE OF COUNTY PLAT BOOKS

No Action

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Summary of Sport Shows
- Distribution of Visitor Guides
- Advertising for the Plat books in the 2021 Visitors Guide

ADJOURNMENT

There being no further business, motion by Gallion to adjourn, second by Miller. All present voting AYE. Motion carried. Meeting adjourned at 5:51 p.m.

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