

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: WEDNESDAY, JUNE 17, 2020
TIME: 4:30 P.M.
PLACE: FOREST COUNTY BOARD ROOM

CALL TO ORDER

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

ROLL CALL

Members Present: Collins, Lukas, Miller

Absent: Matuszewski

Others present: Nora Matuszewski, Mark Ferris, Cindy Gretzinger and Lynne Black

APPROVE AGENDA

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

APPROVE MINUTES FROM THE FEBRUARY 6, 2020 MEETING

Motion by Miller to approve the minutes of the February 6, 2020 meeting, second by Lukas. All present voting (AYE). Motion carried.

PUBLIC COMMENT

None

REVIEW OF CURRENT BUDGET BALANCE

Discussion on the budget balance included the carry-over of money from 2019. There was discussion on carry-over money in the UW-Extension budget that could be utilized for signage projects. Michelle Gobert will be asked to attend the next meeting to confirm the usage of the money and how to access it, either by transfer or by voucher out of the reserve account.

REVIEW OF STATUS OF PAST AND CURRENT PROJECTS

The committee discussed the Welcome to Forest County sign on Highway 8 and how to appropriate funds for it. Ferris discussed the 3 year grant they have been working on, with this year being the last year for it. Miller talked about the Sport Shows he attended as well as Gallion.

FUTURE PROJECTS

Collins discussed the tear-off maps of Forest County and future updates to make the map more informative for visitors to Forest County. She would like the front of the map to include sites that can be numbered or sectioned off and referenced on the back side of the map. Some attractions to promote could be restaurants, lakes, boat landings, cross-county ski trails, walking trails, ATV-UTV trails, bike trails, campgrounds, churches, motels, casinos, etc. These references could include possibly a webpage or phone number. She would like the committee to think about this and then bring back ideas for the next meeting to move forward with this. There was also discussion about selling T-

shirts or hats with the Forest County logo on them. The committee will ask Steve Kircher and Cassidy Neilitz to attend the next meeting.

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

Motion by Lukas, second by Miller to table until the next meeting. All present voting (AYE). Motion carried.

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Advertising the sale of Plat books
- Steve Kircher & Cassidy Neilitz appearance for mapping
- Michelle Gobert appearance for UW-Extension reserve funds
- Tear-off maps
- Tentative Meeting set dependent on availability for July 15th, 2020 at 4:30 p.m.

ADJOURNMENT

There being no further business, motion by Lukas to adjourn, second by Miller. All present voting AYE. Motion carried. Meeting adjourned at 5:33 p.m.