

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: MONDAY, JULY 13, 2020
TIME: 5:30 P.M.
PLACE: FOREST COUNTY BOARD ROOM

CALL TO ORDER

Collins called the meeting to order at 5:30 p.m. and read the agenda.

ROLL CALL

Members Present: Collins, Lukas, Matuszewski

Absent: Miller

Others present: Nora Matuszewski, Mark Ferris, Steve Kircher & Michelle Gobert

APPROVE AGENDA

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

APPROVE MINUTES FROM THE JUNE 17, 2020 MEETING

Motion by Lukas to approve the minutes of the June 17, 2020 meeting, second by Matuszewski. All present voting (AYE). Motion carried.

PUBLIC COMMENT

None

DISCUSSION WITH STEVE KIRCHER (LCC), CASSIDY NEILITZ (LCC), AND MICHELLE GOBERT (UW-EXTENSION) ON MAPPING, POSSIBLE ACTION

Collins explained the tear-offs maps and what she would like to see done with them to make them easily understood and useable by the public. There was discussion on what and who should be on the map. Gobert felt there were trails that should be on the map. Collins idea for what should be on the map as follows:

- Restaurants
- Motels
- Bed and Breakfasts
- Museums
- Campgrounds
- X-Country Ski-Trails
- Boat Rentals
- Bait Shops
- Casinos
- Hiking/Bike Trails
- Designated walking trails for hunting ruffed grouse
- Dual Sport Trails

There was thought having this much designated might make the layers too confusing and hard to follow. There was discussion on QR codes to be placed on it pertaining to the businesses on the front of the map. Should this go on the internet? Who should be the point group? The Chamber of Commerce was felt to be the best for the point group.

Gobert told the committee she would work on the Heritage piece to bring communities together to celebrate the County, such as the Tribes, CC Camps, and the National Forest, to name a few. The committee decided to keep the map, get rid of the current back and expand it with QR codes. The following was discussed:

- Kircher and Cassidy will research the QR codes to see how and if they will work with the existing map.
- Gobert will search around and look at other counties to see how they are promoting themselves.

DISCUSSION AND POSSIBLE ACTION WITH MICHELLE GOBERT FROM UW-EXTENSION ON RESERVE FUNDS

Gobert told the committee she has a meeting on August 13th and she can get final approval at that time.

Motion by Lukas, second by Matuszewski to accept the money from UW-Extension upon approval of their committee. All present voting (AYE). Motion carried.

DISCUSSION AND POSSIBLE ACTION ON TEAR-OFF MAPS

Discussed in previous items.

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Tear-off Maps
- Welcome sign West on Highway 8

ADJOURNMENT

There being no further business, motion by Lukas to adjourn, second by Matuszewski.

All present voting AYE. Motion carried. Meeting adjourned at 6:35 p.m.

Next meeting date set for August 17th, 2020 at 4:30 p.m.