

## ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE  
DATE: TUESDAY, SEPTEMBER 8, 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, Matuszewski

Absent: Miller

Others present: Nora Matuszewski, Mark Ferris, Steve Kircher & Cassidy Neilitz

### APPROVE AGENDA

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

### APPROVE MINUTES FROM THE JULY 13, 2020 MEETING

Motion by Matuszewski to approve the minutes of the July 13, 2020 meeting, second by Lukas. All present voting (AYE). Motion carried.

### PUBLIC COMMENT

None

### DISCUSSION WITH STEVE KIRCHER (LCC) ON MAPPING AND QR CODES; POSSIBLE ACTION

Steve Kircher and Cassidy Neilitz were present to show the committee what they came up with for the QR Codes at points of interest that could be put on the back of the maps. The committee was very impressed with the codes.

Motion by Lukas to develop the QR codes for the Forest County map, tear-off maps and Visitor Guides, second by Matuszewski. All present voting (AYE). Motion carried.

### DISCUSSION AND POSSIBLE APPROVAL OF 2021 BUDGET TO FORWARD TO FINANCE

Motion by Lukas to approve the budget with the same amounts as last year, \$11,605, second by Matuszewski. All present voting (AYE). Motion carried.

### DISCUSSION WITH MICHELLE GOBERT ON UW-EXTENSION RESERVE FUNDS: POSSIBLE ACTION

Gobert was not present but had an email notifying the committee of the UW-Extension approval of the money being used by the Advertising money for the Hwy 8 West sign.

Motion by Lukas to accept the money and put it aside for the Hwy 8 West Welcome sign, second by Matuszewski. All present voting (AYE). Motion carried.

### DISCUSSION AND POSSIBLE ACTION ON A WELCOME SIGN WEST ON HIGHWAY 8

No Action

## DISCUSSION AND POSSIBLE ACTION ON TEAR-OFF MAPS

Review for next meeting with QR Codes and what to include. There were a few added to the QR Codes:

- Bar/Restaurants
- Boat Rentals – Boats/Canoes/Kayaks
- Libraries
- Chamber of Commerce's
- Boat Landings
- Local Attractions

## FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Tear-off Maps
- Welcome sign West on Highway 8
- Review QR Codes
- Visitor Guide Ad and Payment
- By-Way funding
- October 8, 2020 at 4:30 p.m.-possible next meeting date

## ADJOURNMENT

There being no further business, motion by Lukas to adjourn, second by Matuszewski. All present voting (AYE). Motion carried. Meeting adjourned at 5:08 p.m.

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