

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: MONDAY, OCTOBER 26, 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, Miller

Absent:

Others present: Nora Matuszewski, Cindy Gretzinger, and Steve Kircher

APPROVE AGENDA

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

APPROVE MINUTES FROM THE SEPTEMBER 8, 2020 MEETING

Motion by Lukas to approve the minutes of the September 8, 2020 meeting, second by Collins. All present voting (AYE). Motion carried.

PUBLIC COMMENT

None

DISCUSSION AND POSSIBLE ACTION ON PAYMENT FOR THE ADVERTISING AD IN THE 2021 VISITOR GUIDE

Motion by Lukas to place the ad in the Visitor Guide in the amount of \$2,000, second by Miller. All present voting (AYE). Motion carried.

DISCUSSION AND POSSIBLE ACTION ON PAYMENT TO THE FCEDP FOR THE SCENIC BYWAY GRANT IN THE AMOUNT OF \$4,000

Motion by Lukas to pay the \$4,000 toward the grant, second by Miller. All present voting (AYE). Motion carried.

DISCUSSION AND POSSIBLE ACTION ON TEAR-OFF MAPS, AND QR CODES

Kircher was in to show the committee what they came up with in his department for the QR Codes. The committee was impressed by the codes and Collins asked all members to download a QR Reader and look at the codes and bring back suggestions to tweak what is in them. There was discussion as to how the tear-off maps would be printed and how they would be distributed. The committee should also work on finalizing what they want on the front of the maps.

DISCUSSION ON THE WELCOME SIGN WEST ON HIGHWAY 8

Lukas spoke with land owners West on Highway 8 for placement of the welcome sign. He will continue to work on this.

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Tear-off Maps
- Welcome sign West on Highway 8
- Review QR Codes
- Budget Review
- 2021 Sport Shows
- Next meeting set tentatively for Monday, December 7, 2020 at 4:30 p.m.

ADJOURNMENT

There being no further business, motion by Matuszewski to adjourn, second by Miller
All present voting (AYE). Motion carried. Meeting adjourned at 5:21 p.m.