

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: MONDAY, DECEMBER 14, 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, Steve Kircher, Cassidy Neilitz, William Anderson, Stacey Jameson

APPROVE AGENDA

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

APPROVE MINUTES FROM THE OCTOBER 26, 2020 MEETING

Motion by Matuszewski to approve the minutes of the October 26, 2020 meeting, second by Lukas. All present voting (AYE). Motion carried.

PUBLIC COMMENT

Stacey Jameson (Chamber) updated the committee on the Forest County Visitors Guide. She gave a copy of what is going to print to Collins and asked her to look it over and follow up on any comments or changes, it will then be going to print.

DISCUSSION AND POSSIBLE ACTION ON THE 2021 SPORT SHOWS

ITBEC does not have anything out there yet. Jameson told the committee the only show they showed interest in would be the Green Bay RV Show which if held would be January 28-31, 2021. She will keep the committee updated.

DISCUSSION AND POSSIBLE ACTION ON PRINTING COSTS FOR THE TEAR-OFF MAPS

Collins was able to obtain some quotes from Heinzen on printing for the Tear-off maps. There were several questions; Collins will be contacting the printer again to update costs.

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

Neilitz made some changes and there were questions from the committee on analyzing the codes. Neilitz and Kircher explained the QR Codes can be updated on an as need basis without actually changing anything on the map itself, which the committee thought was beneficial in the case there is an attraction missed. There were several suggestions for the map so the committee will set up a meeting during the day to work on this with Neilitz and Kircher. Neilitz informed the committee of a "My Story Map." She explained it was an interactive map with Essrie, which is associated with the GIS mapping program.

DISCUSSION ON THE WELCOME SIGN WEST ON HIGHWAY 8

Bill Anderson (Highway Commissioner) was in to discuss the plans the committee has for the sign and that he has spoken with Randy from the Rhinelander D.O.T.; They looked at the sight, talked about the road right-of way and where the sign would be most visible from the furthest distance. He will be helping with getting the sign approved. There was discussion on lighting, solar lighting, landscaping, fill, and permitting. Ferris will look for contractors but was wanting a deadline for finishing. Anderson thought that would be premature right now, because the sight needs to be secured before a deadline should be put out there for timeline to finish it.

DISCUSSION AND POSSIBLE ACTION ON THE BUDGET AND POSSIBLE CARRY-OVER FUNDS TO 2021

Motion by Lukas to carry-over to 2021 the balance that is left in the Advertising account at the end of the 2020, second by Matuszewski. All present voting (AYE). Motion carried.

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Grow North Membership: Ferris is checking into
- Tear-off Maps and QR Codes
- Welcome sign West on Highway 8
- 2021 Sport Shows- Green Bay January 28-31, 2021 and any other shows.
- Next meeting set for Tuesday, December 22, 2020 at 10:00 a.m.-Purpose of this meeting is only to finalize QR Codes with Neilitz to go to print and discuss with her the "My Story Map."

ADJOURNMENT

There being no further business, motion by Matuszewski to adjourn, second by Collins. All present voting (AYE). Motion carried. Meeting adjourned at 5:24 p.m.