

## ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE  
DATE: FEBRUARY 10, 2021  
TIME: 1:00 P.M.  
PLACE: FOREST COUNTY BOARD ROOM

### CALL TO ORDER

Collins called the meeting to order at 1:00 P.M. and read the agenda.

### ROLL CALL

Members Present: Collins, Lukas, Matuszewski & Miller

Absent:

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

### APPROVE AGENDA

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

### APPROVE MINUTES FROM THE JANUARY 14, 2021 MEETING

Motion by Lukas to approve the minutes of the January 14, 2021 meeting, second by Matuszewski. All present voting (AYE). Motion carried.

### PUBLIC COMMENT

Stacey Jameson discussed a possible new JEM opportunity similar to the Scenic ByWay for the ATV Trails.

### DISCUSSION AND POSSIBLE ACTION ON QR CODE FINALIZING WITH NEILITZ

There were updates and final changes to the map. The next meeting prices will be brought back with lead time. Collins thanked the LCC (Kircher & Neilitz) for all of their help in getting the QR codes into a system for the committee to use on the maps.

### DISCUSSION AND POSSIBLE ACTION ON WELCOME SIGN

Lukas updated the committee on the location and owner change. He also told the committee the power will have to be solar because of the location. Clerk will check into other sign and see what cost the power is for Carter sign. Ferris is still working on the sign with the D.O.T. Clerk will ask if the county can use the same vendor to create the same sign as the one in Carter.

### UPDATE ON SPORT SHOW

Jameson told the committee nothing is going on right now, she will update anything new at the next meeting.

### FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Printing options for maps
- Carter sign power
- Sport show update

- Scenic ByWay
- Next meeting set for March 22, 2021 at 1:00 p.m.

#### ADJOURNMENT

There being no further business, motion by Matuszewski to adjourn, second by Collins. All present voting (AYE). Motion carried. Meeting adjourned at 1:40 p.m.