

## **ADVERTISING COMMITTEE MINUTES**

COMMITTEE: ADVERTISING COMMITTEE  
DATE: APRIL 12, 2021  
TIME: 3:30 P.M.  
PLACE: FOREST COUNTY BOARD ROOM

### **CALL TO ORDER**

Collins called the meeting to order at 3:30 P.M. and read the agenda.

### **ROLL CALL**

Members Present: Collins, Lukas, Matuszewski, Miller

Absent:

Others present: Nora Matuszewski, Steve Kircher, Stacey Jameson & Cindy Gretzinger

### **APPROVE AGENDA**

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

### **APPROVE MINUTES FROM THE MARCH 30, 2021 MEETING**

Motion by Matuszewski to approve the minutes of the March 30, 2021 meeting, second by Collins. All present voting (AYE). Motion carried.

### **PUBLIC COMMENT**

### **DISCUSSION AND POSSIBLE ACTION ON FOREST COUNTY T-SHIRTS**

Barbie Marvin was not available for discussion so this will be moved to the next meeting.

### **DISCUSSION AND POSSIBLE ACTION ON SOLAR LIGHTING FOR WELCOME SIGNS**

No Action

### **DISCUSSION AND POSSIBLE ACTION ON EXAMPLES AND PRINTING COSTS OF TEAR-OFF MAPS**

The ATV and Snowmobile QR-Codes will be set to go directly to the club websites for information and maps.

Motion by Lukas to purchase 5,000 copies in the matte finish for \$830 plus the design which will be between \$65-\$130, second by Miller. All present voting (AYE). Motion carried.

### **DISCUSSION AND POSSIBLE ACTION ON LANDSCAPING OF WELCOME SIGNS**

The committee will invite Ferris and Kircher to discuss this at the next meeting and change the quote for the sign itself to include solar lighting.

### **DISCUSSION AND POSSIBLE ACTION ON DEPARTMENT OF TOURISM JOINT MEETING**

Jameson told the committee they are looking at a meeting for May, the committee would prefer the second week in May.

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

- Forest County T-Shirts
- Dept. of Tourism Joint meeting
- Solar lighting for Welcome signs
- Landscaping of Welcome signs
- Next meeting set for May 10, 2021 at 2:30 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 4:31 p.m.