

## ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE  
DATE: MAY 24, 2021  
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, 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 APRIL 12, 2021 MEETING

Motion by Lukas to approve the minutes of the April 12, 2021 meeting, second by Matuszewski. All present voting (AYE). Motion carried.

### PUBLIC COMMENT

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

Barbie Marvin explained she could start up an online store for Forest County apparel, with it she would put 10 items or so to put the logo on, with pricing and shipping costs if needed.

Motion by Lukas to have Barbie set up the online store, second by Matuszewski. All present voting (AYE). Motion carried.

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

The committee talked over the bid for the solar lighting and since the welcome sign toward Rhinelander has not been approved by the DOT yet they were wondering if the company would consider doing only the Carter sign for now. The total for both signs was estimated at \$7,200. The committee would like to also see a drawing of what the lighting will look like, such as where the light and solar panel would be located.

Motion by Lukas to have Rinehart follow up with Eland on doing one sign for now (Carter), second by Matuszewski. All present voting (AYE). Motion carried.

#### FINAL REVIEW OF QR CODES AND SUGGESTIONS FOR PRESENTATION AT JUNE COUNTY BOARD MEETING; POSSIBLE ACTION

The committee would like Kircher to come to the County Board to do a presentation similar to what he showed the committee on how to use the QR codes and Collins will write up something for the board meeting as well.

Stacey brought ten (10) Lukas and Collins will take some of the maps to distribute, the rest will stay at the Chamber to be distributed with the Visitor Guides and for anyone to pick up for local businesses for distribution.

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

The project is still on hold waiting for the DOT permit to come through.

#### UPDATE ON DEPARTMENT OF TOURISM JOINT MEETING SET FOR MAY 26<sup>TH</sup>, 2021 FROM 1:00-3:00P.M.; POSSIBLE ACTION

Jameson explained the meeting is for the Tourism/Travel Commission to do a presentation on what they can do for Forest County in the capacity of marketing. She explained there have been many questions coming from entities that are asking for statistics, but, she has no way to answer those questions. Gretzinger explained, Chris Stark would be the person to ask those questions of. Jameson will invite him to the meeting as well.

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

- Update on Forest County T-Shirt online store
- Update from Dept. of Tourism Joint meeting
- Solar lighting for Welcome signs
- Landscaping of Welcome signs

#### ADJOURNMENT

There being no further business, motion by Lukas to adjourn, second by Collins. All present voting (AYE). Motion carried. Meeting adjourned at 5:11 p.m.