

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: OCTOBER 27, 2021
TIME: 9:00 A.M.
PLACE: FOREST COUNTY CHAMBER BUILDING

CALL TO ORDER

Lukas called the meeting to order at 9:09 a.m. and read the agenda.

ROLL CALL

Members Present: Dailey, Lukas, Matuszewski, Miller

Absent:

Others present: Nora Matuszewski, Mark Ferris

APPROVE AGENDA

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

APPROVE MINUTES FROM THE MAY 24, 2021 MEETING

Motion by Matuszewski to approve the minutes of the May 24, 2021 meeting, second by Miller. All present voting (AYE). Motion carried.

PUBLIC COMMENT

None

DISCUSSION/APPROVAL OF THE 2022 VISITOR GUIDE AD

Motion by Miller to approve the ad in the 2022 Visitor Guide in the amount of \$2,000, second by Matuszewski. All present voting (AYE). Motion carried.

DISCUSSION AND POSSIBLE ACTION ON THE SOLAR LIGHTING FOR THE FOREST COUNTY SIGNS

The quote for \$7,200 may no longer be valid. Lukas will contact Eland about it and figure out the next steps.

UPDATE ON PROGRESS OF NEW FOREST COUNTY SIGN

There is still no word on the progress of the easement. Ferris will follow up on this with the contact from the state. (Randy)

There was discussion on the sign: Scenic byway needs to be replaced with something else, and the state informed the members putting in memory of someone is not permitted.

DISCUSSION AND POSSIBLE ACTION ON THE ADVERTISING BUDGET STATUS AND CARRY-OVER INTO 2022

Motion by Miller to carry over the excess funds from 2021 into 2022 for signage, send the amount to full county board in resolution form, second by Matuszewski. All present voting (AYE). Motion carried.

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- Highway Signage

- 2022 Sport Shows

ADJOURNMENT

There being no further business, motion by Matuszewski to adjourn, second by Dailey. All present voting (AYE). Motion carried. Meeting adjourned at 9:39 a.m.