

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: OCTOBER 17, 2022
TIME: 4:30 P.M.
PLACE: FOREST COUNTY CHAMBER BUILDING

CALL TO ORDER

Lukas called the meeting to order at 4:38 p.m. and read the agenda.

ROLL CALL

Members Present: Dailey, Lukas, Miller

Absent: Peterson

Others present: Nora Matuszewski, Chris Shafer, Michelle Gobert, Lynne Black, Steve Kircher

APPROVE AGENDA

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

APPROVE MINUTES FROM THE October 27, 2021 MEETING

Motion by Miller to approve the minutes of the October 27, 2021 meeting, second by Dailey. All present voting (AYE). Motion carried.

PUBLIC COMMENT

None

DISCUSSION AND POSSIBLE ACTION ON UPCOMING SPORT SHOWS

The Green Bay sport show is on January 26-29, 2023 and Miller is willing to go. Shafer asked about the ITBEC representing Forest County at the shows. The committee indicated they wanted to go to ensure coverage for Forest County. ITBEC has the booth and times are set for different entities involved to distribute literature pertaining to their county. Shafer will look into the shows and get back to the committee.

UPDATE ON PROGRESS OF NEW FOREST COUNTY SIGN; POSSIBLE ACTION

Lukas told the committee the sign had been put on the "back burner" because nothing was getting done, there were other projects put in front of the sign that were felt were more important by the FCEDP. Lukas told Shafer if he did not have time to work on the signs, he had spoken with Musson and he might be able to help with the bidding process. Shafer asked about who had done the Wabeno signs and he would be meeting with Mary Beck from Wabeno he would find out some information from her. The idea was to get all three signs left coming into Laona bid at the same time.

DISCUSSION AND POSSIBLE ACTION ON THE ADVERTISING BUDGET STATUS AND CARRY-OVER INTO 2023

Motion by Dailey, second by Miller to put any remaining balance in the Advertising fund at the end of the year (2022) into the reserve account by resolution. All present voting (AYE). Motion carried.

DISCUSSION AND POSSIBLE ACTION ON DEER SIGNAGE

Gobert explained the process for getting signage put up for the deer park. It will cost \$100 per sign to send in the application, which goes to the Highway Commissioner who sends it on to the state for approval. There has to be certification that 5,000 people visit the park in one year. The intersection or intersections have to be set and once it goes into the state the signs cost around \$500 a piece if approved. The discussion was to put a sign on county property at the intersection across from the Methodist church.

Motion by Miller to expend the money for the Deer Park signs out of the 2022 Advertising budget, second by Dailey. All voting (AYE). Motion carried.

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- 2022 Sport Shows
- Visitor Guide advertising
- Chamber membership
- Deer Signs

ADJOURNMENT

There being no further business, motion by Miller to adjourn, second by Dailey. All present voting (AYE). Motion carried. Meeting adjourned at 6:08 p.m.