

ADVERTISING COMMITTEE MINUTES

COMMITTEE: ADVERTISING COMMITTEE
DATE: OCTOBER 26, 2023
TIME: 5:00 P.M.
PLACE: FOREST COUNTY BOARD ROOM

CALL TO ORDER

Lukas called the meeting to order at 5:00 p.m. and read the agenda.

ROLL CALL

Members Present: Dailey, Lukas, Miller, Peterson

Absent:

Others present: Nora Matuszewski

APPROVE AGENDA

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

APPROVE MINUTES FROM THE OCTOBER 22, 2022 MEETING

Motion by Dailey to approve the minutes of the October 22, 2022 meeting, second by Miller. All present voting (AYE). Motion carried.

PUBLIC COMMENT

None

DISCUSSION AND POSSIBLE ACTION ON UPCOMING SPORT SHOWS IN 2024

Lukas asked Miller if he was interested and he said possibly. Terry will ask at the next County Board if anyone is interested in working the 2024 sports show and he will get Mary and Chris pinned down on dates.

DISCUSSION AND POSSIBLE ACTION ON THE ADVERTISING BUDGET AND PLACING 2023 EXCESS FUNDS IN A RESERVE ACCOUNT FOR MARKETING COSTS FOR THE REFERENDUM

Item #7 and #8 are related to the same issue so one motion was made to cover both items. Motion by Miller to approve using 2023 excess funds and additional funds to come from the Advertising reserve fund for marketing costs for the referendum, not to exceed \$17,000, second by Dailey, forward to full County Board for approval. All present voting (AYE). Motion carried.

DISCUSSION AND POSSIBLE ACTION ON USING EXCESS FUNDS IN THE ADVERTISING FUND FOR MARKETING COSTS FOR THE REFERENDUM

Addressed in the previous motion.

DISCUSSION AND POSSIBLE ACTION ON THE YEARLY AD IN THE VISITORS GUIDE

Motion by Dailey to approve the Chamber membership renewal of \$130 and the yearly \$1,200 for an ad in the 2024 Visitor Guide, second by Peterson. All present voting (AYE). Motion carried.

FUTURE AGENDA ITEMS AND SETTING DATE FOR NEXT MEETING

- 2024 Sport Shows
- No date set for next meeting

ADJOURNMENT

There being no further business, motion by Lukas to adjourn, second by Miller.
All present voting (AYE). Motion carried. Meeting adjourned at 5:31 p.m.