

## MINUTES OF MEETING

**COMMITTEE**            Oneida County Fair Planning Team

**PLACE:**                Curran Professional Park –Basement Conference Room  
315 South Oneida Avenue, Rhinelander

**DATE:**                 Thursday, April 7, 2011

**Call to order and President's announcements.** Craig Mandli called the meeting to order. The meeting was properly noticed and the facility is handicapped accessible. There were no announcements to be made at this time.

**Committee Members Present:** Craig Mandli, LeRoy Eades, Tom Peterson, Jim Perlberg, Tina Werres, Nancy Gehrig, Jenny Zier, Theresa Seabloom, Sue Glentz, Melanie Ostermann

**Excused:** Bill Bell, Cindy Eckardt, Denise Rheume-Brand, Freda Waalkens, Michelle Wich

**Others Present:** Romele Vandervest, Patricia Mandli

**Approve agenda for today's meeting** Jenny Zier made the motion to approve the agenda with the order of agenda items at discretion of President. It was seconded by Theresa Seabloom.  
All ayes. Motion passed.

**Mission Statement** was not read at this meeting due to time constraints.

**Approval of minutes of March 3, 2011:** Motion made by Jenny Zier to approve the minutes of March 3, 2011, It was seconded by Theresa Seabloom. All ayes. Motion passed.

**Prospective committee members approved.** Jim Perlberg was introduced to the committee as approved member by the Ag Committee. We welcome Jim and look forward to working with him.

**Correspondence.** Tina advised the committee that she has received written resignation from Cindy Eckardt and Michelle Wich in regards to their tasks with Animal Alley. They both wish to remain on the fair planning committee, however would like other assignments. At present Tina is working toward finding replacements.

### **Contracts.**

- a. **Carnival.** As per the January meeting, K & M Amusements has accepted to be our carnival for the 2011 and 2012 season, to be held the first weekend in August.. There are no other choices available that have approval from the county lawyers or the Ag committee. We will continue to look for a different vendor for the 2013 contract year. Chris Milbrandt of K & M will accept the same contract as last year – the \$10,000.00 guarantee. Jenny Zier made the motion to formally accept K & M as our carnival provider. The motion was seconded by Nancy Gehrig. All ayes. Motion passed.
- b. **Assured Marketing Coop.** Tina advised the committee she had been able to put together a total of northern Wisconsin fairs and a marketing package with Assured Marketing. The fairs will be advertised in the Up North Summer 2011 brochure published May 2011 with estimated distribution of more than 180,000 marketing images made available to the public. This will provide excellent visibility throughout the Northwoods region and will provide excellent advertising with expense to all fairs involved. The expense report includes the \$500 fee to participate and will be voted on during the approval of expenses.

- c. **Four Chamber of Commerce Memberships.** Tina advised the committee she had been able to negotiate membership with the Rhinelander, Minocqua, Three Lakes, and Lake Tomahawk Chamber of Commerce for a total of \$320.00 upon approval of the committee. The yearly fee for the first three chambers will be \$100 per year and \$20 per year for Lake Tomahawk. This will provide other opportunities to market the fair. LeRoy Eades made the motion for the approval of membership to the chambers for the fees discussed. Jim Perlberg seconded the motion. All ayes. Motion passed.

#### **Administrative Reports.**

- a. **Summary.** Tina gave a brief report describing much of the recent planning regarding the current fair. She is working hard to improve communications and to utilize lessons learned from the previous two years. She has set aside time to meet with the tentative team leaders and asked participants to sign up for a time that works best for them. She will discuss further team planning and responsibilities with the team leader at each meeting. This will allow better assistance to meeting the needs of each area, as well as the needs of the team leader.
- b. **Fair Day at the Capital.** Tina indicated a desire to attend an event at Madison regarding the fair, and it was general consensus that she should participate. Romelle advised Tina that she should enter the expense as part of an "anticipated out of county expenditure" in an effort to simplify approval of expenses occurred for this event.

#### **Financial report and approval of expenses.**

- a. **2011 Budget.** Upon review of the 2011 budget that was previously submitted. The anticipated expenses for the current year are \$66,000, with revenues anticipated to be approximately \$68,550.00. Tom Peterson made the motion to accept the proposed budget. It was seconded by Nancy Gehrig. All ayes. Motion passed.
- b. **Budget Report.** Tina reported the 2010 OCF has a carry over budget of \$13,644.19 to apply to the 2011 budget.
- c. **Approval of expenses.** Review of the invoices submitted for approval in the amount of \$1,854.63 was given. Also added to the expense report is the \$320.00 membership fee previously voted upon earlier in the meeting. Tom Peterson made the motion to approve the expenses with the additional \$320.00 for a total of \$2174.63. It was seconded by Nancy Gehrig. All ayes. Motion passed.

**Set fees for animal cages/pens/stalls.** Tina advised there will be no changes to the premium book in regard to cage fees.

**Fair book cover contest.** At present we do not know who the winners are. Because Ginger Terzinski is no longer a 4H employee we need to assist putting together two of the three premium books for the fair. Tina announced she was looking for some volunteers to help Xerox and staple the senior and open books. The 4H book will be done by 4H members.

#### **Pending projects/Team Reports.**

- a. Trisha Mandli had come to the meeting intending to report on Familyland planning. She was interrupted by a family need that required her to leave. She apologized as she left. Craig advised that Bob Bohm was going to provide entertainment in the Familyland area.
- b. Craig reported that Mark Pelletier had been working with Lisa Kuczarski to revamp the wristband program and hoped to make it a much simpler process. Mark told Craig that it was pulling together nicely and he was confident wristband sales would increase during the 2011 fair.
- c. Theresa said both she and Tom Swearingen were ahead of last years planning and they were excited to report they had excellent entertainment lining up. The general theme will revolve around 50's and 60's music and an tie dye event will be part of the encouraged attire. She shared an example of a band from Florida who will be playing. The band was excellent and those of us who saw the presentation believe the entertainment will be well received by the community. There will also be a Johnny Cash Review band, and other popular local talent.
- d. Jerry Shidell and Bill Skubal have expressed a desire to work with the History Haven area.

- e. Nancy Gehrig said she might require more assistance in obtaining volunteers this year.
- f. Sue Glentz and Jenny Zier are still firming up their projects.
- g. With the resignations in the animal arena Tina is hoping to find someone who will be comfortable in that position. She believes she may have found a replacement, but it is not certain yet. She has met with Jim Winkler and Dan Kuzlik and they are currently working out a list of rules to be implemented in an effort to avoid some of the problems that occurred at the previous fair.
- h. LeRoy is implementing changes in how electricity is distributed and charged. He has been working with Bill Bell, the City of Rhinelander, and Gaber Electric to upgrade service at the park. He anticipates this will help cut down some of the abuse of those who utilize more power than they have contracted for.

**Meeting Date Change for October Meeting.** Previously passed out schedule showing October meeting would be held Oct. 13 as the meeting on Oct 6 conflicted with Wisconsin Fair Association meeting in Shawano. Per discussion the meeting will be held on October 6, as it was determined Tina could be back in time for the regularly scheduled meeting. This change will put our expenses on a more timely schedule with the Ag Committee, which approves our expenses following our vote.

**Date(s) of future meetings.** The Fair Planning Committee meeting will meet **THURSDAY, May 5, 2011.** The meeting will be held **at the Curran Professional Building at 5:30 pm.** It will be held in the basement conference room unless indicated otherwise by a note on the entrance door.

**Public Comment/Communications.** None at this time.

**Items to be Included on next agenda.** (\*\* All agenda items assumed to be discussion/decision items.)

Pending projects and team reports.

**Adjournment.** Jenny Zier made the motion to adjourn. It was seconded by Jim Perlberg. All ayes. Motion carried. Meeting was adjourned.

Respectfully submitted

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Melanie Ostermann, Fair Secretary

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Craig Mandli, President