

COMMITTEE: Oneida County Fair Planning Team

PLACE: UW-Extension Conference Room, Lower Level, Airport Terminal

3375 Airport Road, Rhinelander, WI 54501

DATE: November 10, 2015 TIME: 5:30 pm

Members Present: Kathy Silbernagel, Nancy Gehrig, Eric Britton, Tom Peterson, Jim Perlberg, Jean Platek, Aprelle and Tom Rawski.

Absent: Evie Virgilio.

Excused: Jim Intrepidi, Theresa Seabloom, Le Roy Eades. **Others Present:** Lynn Feldman, Brian Gehrig, Merry Lehner.

MINUTES:

1. <u>Call to Order and President's Announcements:</u> The meeting was called to order at 5:35 pm by Vice President Kathy Silbernagel. The meeting was properly posted and the facility is handicap accessible. No announcements.

- Approve Agenda for Today's Meeting: A motion to approve the agenda was made by Britton, seconded by Perlberg.
 Motion carried.
- Approve Minutes of September 1, 2015: A motion was made by Platek, seconded by Rawski, to approve the minutes of September 1. Motion carried.
- 4. Administrative Report:
 - <u>Financial Report</u>: Aprelle Rawski reported a balance of \$6,371.16 in the account to start the New Year. Lehner commented that one check issued to Bradley J White (RAASC) -Bart Tegan-Security for \$500.00 has not cleared.
 - Approve Expenses: The following expenses were announced:
 - a. Chamber of Commerce advertising for 2016 in the amount of \$325.00 will publish information about the Fair in the area guide.
 - b. Casady's Critters \$150.00 deposit towards the \$600.00 fee for 2016.
 - c. District Meeting fee of \$15.00 for Gehrig and Seabloom, total of \$30.00.

It was proposed to on whether or not to pay \$100.00 to the Minocqua Chamber of Commerce and also to Three Lakes so these communities will be drawn into to the Fair with more thorough advertising coverage. A discussion indicated that it was important that the other towns are included in the County Fair. There are conflicts of interest with other events conflicting with the Fair in those communities. It was agreed to ask both Chambers of Commerce for the towns to have a board member attend the Fair Planning Team meetings.

A motion was made by Peterson, and seconded by Britton to approve payment of \$100 to the Minocqua Chamber of Commerce.

Gehrig proposed an additional expense for approval. She accumulated \$815.00 in mileage expenses for official 2015 Fair business and would like to submit this for re-imbursement at the county rate. A motion was made by Peterson and seconded by Rawski to pay \$815.00 to re-imburse Gehrig for mileage.

A motion was made by Peterson, seconded by Rawski, to accept and pay the three bills listed on the budget. An amendment to the motion was made by Peterson to pay the three presented bills, the Minocqua Chamber of Commerce and Gehrig's re-imbursement. Rawski seconded the amended motion. <u>Motion carried</u>.

• **2016 Budget Update**: No action was taken on this agenda item. A separate meeting date will be scheduled for this and will be on the agenda for next month.

The Planning Team proposed that the Vendor Fees for 2016 shall be raised by \$25.00. Exhibit Booth Adjustments are:

Food Vendors 10 x 20 \$175.00 New Fee \$200.00

20 x 20 \$325.00 New Fee \$350.00

30 x 20 \$475.00 New Fee \$400.00

Merchandise Vendors fees will remain as they are at: 10 x 10 \$100.00

20 x 10 \$150.00 30 x 10 \$200.00

A one day only 10×20 exhibit booth (no electricity) fee will be \$75.00. A motion was made by Perlberg and seconded by Rawski to raise the Food Vendor booths by \$25.00 and to charge \$75.00 for a one day booth as discussed. Motion Carried.

• Coordinator Update: The Lumberjack Grant submitted on October 29 was denied. It was suggested that the request for additional electrical needs for Pioneer Park should be proposed to the City of Rhinelander. It would be more suitable for the City to help in upgrading electrical needs at the Park. Feldman suggested that they employ the assistance of the new CNRED Agent, Myles Alexander, who has expertise in grant writing to assist the Fair in this regard. The Fair is not a 501 3C so it makes it more difficult to obtain grant money. Cleary Building has a grant available where the purpose is to draw people to the community. Gehrig has an application from Cleary and will discuss it further with Feldman. DRI obtained money through this grant where the City matched the same amount. Feldman asked if they could explore the possibility of going through the 4-H Leaders Association to put up money for Fair infrastructure improvements.

Feldman reported that the Fair budget is \$13,600.00, which is \$1,000.00 less than last year. The County Budget adjustments were approved today at the budget meeting.

Gehrig reported that the credit from United Rental is \$369.89 that they will have available for 2016. The State Fair Convention will be coming up in January in the Wisconsin Dells. Gehrig would like to attend once again with others from the Planning Team. Entertainment will be put on the agenda for next meeting to discuss. DRI will not do a fund raiser for the Fair for 2016 due to budget constraints. The Tavern League will be a contender for the Beverage Tent in place of DRI. Perhaps DRI could sponsor a band for the Fair next year. No motion was needed for this discussion.

- 5. Fall District Meeting Update: It is Oneida County's turn to host the Fall District Meeting, which consists of 12 different fairs in the district. Oneida County hosts it every three years. It was proposed to hold the event at the Claridge. They normally charge \$15.00 for lunch for approximately 25-30 people, normally running from 9:00 a.m. to 3:00 p.m. There is street construction scheduled for 2016 downtown at this time. This meeting can bring in money from the state. All should contact their congressman and ask for support of our Fair; especially when passing a bill on how much money we will receive back for the Fair.
- 6. **K & M Amusements Carnival Contract:** The Fair will once again go with K&M and the contract will be written up. Gehrig spoke with Kris Milbrant and informed him that the October meeting was cancelled. Gehrig received the contract from another county in Wisconsin that used K&M where Milbrant offered 15% of gross income but is offering Oneida County 20% of gross income from rides if we stay with them. Before, it has always been \$10,000.00 up front for our Fair. The wrist band sales were around \$14,000 this year. In the analysis of wristband sales incentive through WJFW, it turns out that the Fair will profit better by going with the 20% of gross income on rides. The contract will be renewed for one year only. There will be no motion today as the contract is not complete. A motion to tentatively approve staying with K&M as discussed with the 20% clause was made by Peterson and seconded by Platek.
- 7. <u>Dog Issue</u>: Rawski is to check with the City on Thursday, November 12 o see if dogs can be banned during the Fair at Pioneer Park Historical Complex, unless the dog is specifically assigned to a Fair event. Current signage is posted that owners are responsible for the actions of their dogs. She will follow up at the next meeting on this issue.
- 8. <u>Changes for 2016 Fair</u>: This was addressed under 2016 Budget Update. It will be agenda item discussed at next meeting. Grant money will be another focus. Also, the next agenda must include a discussion for a 2016 admission charge. This is per the request of the Oversight Committee.
- 9. **Purchases Needed for 2016 Fair**: These comments were made in discussion:
 - a. Hand sanitizers are needed where the total cost would be \$600.00.
 - b. UB the Band is the most expensive entertainer; does the team want to replace them with another act, perhaps a magic show? Would this cost less? Postpone decision until January.
 - c. New Fair Banners. They cost is \$120.00 a piece to replace banners.

10. Strategic Planning Process:

- a. It is requested of the Fair Planning Team that a county board member serve on the Planning Team for the Fair.
- b. A liaison is needed so that the needs of the Fair stay connected with the county and community.
- c. One member of the Fair Planning Team will need to be on the Strategic Planning Committee.
- 11. <u>Team Leader Reports</u>: Print up tickets for the raffles earlier for 2016. If the Tavern League serves at the Beverage Tent then the tickets can be sold at the bars. Comment was made that most people do not buy tickets very far in advance.
- 12. New Event Ideas for 2016 Fair: The following is a list of events that the Fair would like to consider for 2016:

Maple Syrup Tasting Contest
Drone Wars
Pet contest
Car Show on Oneida Avenue
Spud Mobile sponsored by Potato Growers
Hunter Promo and Safety
Face Painting Contest
Magic Show
Cake Auction
Oneida County Fair "Run"
Family Photo Booth
Polka Fest on Sunday Afternoon

- 13. Correspondence: (Specifically addressed to Committee). None.
- 14. Public Comment: Under Changes Needed for 2016: Coffee Stand as one of Food Vendors is a very good idea.
- 15. <u>Items of Discussion to be Included on Next Agenda</u>: Include Admission Charge, Dog Issue, Beverage Garden Update, Strategic Planning Progress, Changes and Purchases for 2016, Budget Update, Recruitment from Three Lakes and Minocqua.
- 16. Date of Future Meeting: Tuesday, December 1, 2016 at 5:30 pm at the UW-Extension conference room at the airport.
- 17. <u>Adjournment</u>: A motion was made by Perlberg, seconded by Rawski, to adjourn the meeting. <u>Motion carried</u>. The meeting was adjourned at 7:25 pm.

Respectfully submitted by,
Merry Lehner, Substitute Secretary
Signed by President
Or Vice-President
Or 2 nd Vice-President