

DOOR  COUNTY  
**FAIR**  
ESTABLISHED 1871

TOM ASH, President      AARON ASH, Vice President  
STEVE JENNERJOHN, Treasurer      SARA MUELLER, Secretary  
TIM ASH & JOHN WHITE, Members-at-Large  
DAWN VANDEVOORT, Educational Liaison  
THAD ASH & JEREMY SCHOPF, Development Coordinators  
421 Nebraska Street, Sturgeon Bay, WI 54235  
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**150th Door County Fair July 28th - August 1st**

Meeting of the Door County Fair Officers, Supers, Vendors, and Stands  
July 7th, 2021

6:00 pm - Stands and Vendors, 6:30 pm - Building/Department Supers, Regular meeting to follow  
Jr. Fair Building - John Miles County Park, 812 N 14th Ave, Sturgeon Bay, WI 54235

1. Call to order
2. Establish a Quorum
3. Approve Agenda
4. Approve June Minutes
5. Stands and Vendors
  - a. Required Paperwork and Expectations
  - b. Buttons
  - c. Questions
6. Supers (Approx. 6:30 pm)
  - a. Job Description
  - b. Judging Schedule
  - c. Questions
7. Liaison Report
8. Fairest of the Fairs
9. 2021 Fair
  - a. Fair Duties Check-List
  - b. Contracts/Attractions/Events
    - i. Hotel room specifics
    - ii. Equipment needs
    - iii. Door Tran Raffle
    - iv. Vaccine Clinic
  - c. Vendors
  - d. Sponsorships
  - e. Marketing
    - i. Boost Button Clarification
  - f. Safety
10. Next Meeting - July 21st, 6:00 pm Jr. Fair Building
11. Adjourn

Sara Mueller  
Door County Fair Secretary

*Deviation from the order shown may occur.*

Meeting of the Door County Fair Board  
June 14th, 2021  
Chambers Room - Door County Government Center

1. Meeting was called to order at 6:32 pm by President, Tom Ash (Virtually). Those in attendance include: Dawn VandeVoort, Sara Mueller, Steve Jennerjohn, Thad Ash, John White, JJ Schopf, Tim Ash, Roy Englebert, Chuck Wagner, Dan Austad, Ken Pabich, Wayne Spritka, and Aaron Ash (virtually).
2. Steve moved to approve the agenda. Thad second. Motion carried.
3. Steve moved to approve the May minutes. John second. Motion carried.
4. Liaison Report: Roy suggested that the board hold off as long as possible for signage printing as things seem to be constantly changing with Covid protocols. Wayne had emailed the secretary with grounds improvement projects that have been completed so far. Here's the details from the email: 'The camper electrical and pedestals south of the Grandstand are in. 5 light poles will be next. One near the Camper area and 4 near the front gate entrance area.'
5. Fairest of the Fairs: The state fairest will be attending the crowning ceremony on Wednesday and will need a booster button to get on the grounds.
6. 2021 Fair
  - a. Contracts/Attractions: Steve is going to pass the details of the hotels along for each group to know where they are going and when they can check in. Still waiting on the official Let's Go Door County contract. AMA needs corner workers and EMS crew on site by 4 pm on Saturday so the hot laps can begin on time.
  - b. Vendors: JJ has about 50 vendors lined up for the vendor fair. The next step is figuring out where they will set up on the grounds. It was suggested that some of the kid-centered vendors would be placed in the merchants building to fill that space and cater to the kid's stage. JJ will reach out to Nick to do a Let's Go Door County feature on the vendor fair.
  - c. Sponsors: Event names have been set and sponsors names should be used when announcing them. As more sponsors come in, there is no more guarantee for spots on any printing that goes out. Thad recognized Tim and the immense work he has done to get the most sponsorships we have ever seen. Tim did add a Champion level sponsor and it will be shown on the website.
  - d. Marketing: Website is up and running and is constantly changing, so help checking and proofing is always welcomed. Facebook posts are scheduled with appropriate sponsors and event titles and every event will be featured. Posters and Rack cards were ordered and the amount of each was increased. The increase was about \$50 more than projected. Pulse ad is ready. Tim suggested going with the larger page ad for the 150th fair and the board agreed, even with the slight price increase. Paper rack cards will be ready soon. June 26th is the booster button sale at the Coop from 9-1. Any buttons bought that day will be entered into a drawing. Radios will start advertising once the buttons come in.
  - e. Safety: Innovative will need a couple of days to print the safety signage, so we can wait until July to solidify verbiage. Words like 'recommends', 'encourages', and 'welcomes' as far as wearing masks were discussed, but nothing was decided on. Was suggested to see what Kewaunee is putting on theirs. Wristbands are enroute. Sanitizer is \$10 per gallon and there are 4 gallons in a case - the amount needed will be discussed at the next meeting. Skid Steer that is typically used during the fair is not available - Thad is looking into another option. May's tractor is all set for the fair dates. Trailers for bands are being secured. Sheriff's reserves will add more people for the night of the Bo Deans.
  - f. Booster Buttons: All of the buttons are counted out at the office and will be checked in/out on a shared document. Selling locations as of now include, Marchant's in Sturgeon Bay, 4-H Club members, Institute Saloon, UW Extension Office, Facilities and Parks office, and the Secretary's office on Tuesdays. Was suggested to have more options up north.

- g. Stand fees will remain the same as in 2019. They will need an S-240 along with their food license items as before.
  - 7. Next Meeting: July 7th at the Jr. Fair Building - Stands/Vendors at 6, Supers at 6:30 pm, and any other business to follow. Full board meeting on July 21st at the fairgrounds starting at 6:00 pm.
  - 8. That moved to adjourn the meeting. Second by John. Motion carried. Meeting adjourned at 7:21 pm.
- Respectfully,  
- Sara Mueller, Fair Board Secretary