

DOOR  COUNTY
FAIR
ESTABLISHED 1871

TOM ASH, President AARON ASH, Vice President
STEVE JENNERJOHN, Treasurer SARA MUELLER, Secretary
LAURA VLIES & JOHN WHITE, Members-at-Large
DAWN VANDEVOORT, Educational Liaison
THAD ASH & JEREMY SCHOPF, Development Coordinators
421 Nebraska Street, Sturgeon Bay, WI 54235
www.doorcountyfair.com dcfairinfo@gmail.com
Door County Fair August 10th - 14th, 2022

Meeting of the Door County Fair Board

August 2nd, 2022 6:00 pm

Jr. Fair Building, John Miles County Park, Sturgeon Bay

Stands, Superintendents, and Events Meeting 6:00 pm

1. Fair Overview
 - a. Events
 - b. Admission
2. Superintendents
 - a. Duties Review
 - b. Questions
3. Stands
 - a. Contracts/Rules
 - b. Questions
4. Post Fair Meeting: August 23rd at 6:30 pm ADRC Building

Meeting of the Door County Fair Board approx. 6:30 pm

1. Call to order
2. Establish a Quorum
3. Approve Agenda
4. Approve July Minutes
5. Liaison Report
6. Intern/Ambassador Report
7. 2022 Fair
 - a. Marketing/Advertising
 - b. Sponsorships
 - c. Vendors
 - d. Workers/Personnel Compensation
 - e. Office Work Schedule
 - f. Remaining Preparations
8. Next Meeting August 23rd at 6:30 pm
9. Adjourn

Deviation from the order shown may occur.

Minutes of the Door County Fair Board
July 12th, 2022
Junior Fair Building, John Miles County Park, Sturgeon Bay Wisconsin

1. Meeting was called to order at 6:02 pm by President Tom Ash. Those in attendance include: Steve Jennerjohn, Kristin Tassoul, Thad Ash, Denise Plassmeyer, Roy Englebert, Wayne Spritka, Ken Pabich, Dawn VandeVoort, Claire Olson, Nick Freimuth, Sara Mueller, Jeremy Schopf, Aaron Ash, Sara Mueller, Emily Guilette, John White, Laura Vlies, and HollyLaPlant. Quorum was met.
2. Thad moved to approve the agenda. Second by Steve. Motion carried.
3. Steve moved to approve the June minutes. Second by Thad. Motion carried.
4. Liaison Report: none.
5. Intern Report - Claire: She is still working on SOPs for the Ambassador program. She has access to Facebook and is now just waiting on the sponsorship details to begin making posts. Claire introduced Emily Guilette as the Fair Ambassador. Laura and Claire looked over her resume and signed her in as the Ambassador for the 2022 fair. She has already done 2 parades and will be a part of a fair kick-off ceremony on Wednesday night before Boogie and the Yo-Yoz perform. She will be helping with the pie eating contest for sure. The board discussed that there needs to be a group decision when it comes to ambassador selection and the process needs to be better defined in 2023.
6. 2022 Fair:
 - a. Contracts/Events: Last contracts out are the wood carver and there is discrepancy on if the stage is fully complete or if it was a 2 year contract continued from 2021. Poultry Supers wanted to know who financed the poultry trophies. Records show that the fair has not purchased trophies for that area except for the Rooster Crowing Contest, but that has not been held for a few years. They were directed to contact Father Birdsall to find those details. There is no tractor pull this year, but there was great interest, so the idea will stay on the table for next year. There are about 17 vendors secured for the Vendor Fair through N.E. Event for the fair. DockDogs will be hosting a training for the 4-H Dog Obedience group on jumping on Thursday night. Exhibitors will register with DockDogs just like any other dog participant would. All dogs are limited to the North Gate entrance and must leave the grounds following their clinic. A list of exhibitors will be presented to the gate for their reference and to DockDogs. DockDog's insurance covers anything that happens on their dock. Group agreed to allow this practice to happen as long as the paperwork is completed through DockDogs like all their other participants minus the entrance fee. A note needs to be made that the DockDogs pool needs to be moved South on the midway so the sound from their act doesn't disrupt the horse performances. Contact also needs to be made about getting their pool made - it will be the same person as last year.
 - b. Stands Review: Denise had a few questions about the expectations of the stands. She asked what time the stands are required to open on Wednesday, and the board stated that that decision is the individual stands call. The board doesn't require any specific opening times. Denise and Holly presented a scavenger hunt focused on Dairy Promotions that they would like to place throughout the grounds that would be run through the Farm Bureau Stand. The board loved the idea and gave their blessing for the idea as long as the signs were placed in sensible places and not in the way of foot traffic or other exhibits. Steve moved that the stand fees and rules would remain the same as 2021 and the contracts (with updated dates) will also remain the same (10 buttons and 4 parking passes - two cars parked behind each building). Second by John. Motion carried.
 - c. Vendors: There are about 15 vendors secured so far along with others that are in the works. JJ would like to see signs with arrows to direct the crowds to the vendor fair. Wayne suggested the large electronic signs that the county has available. There will also be 3 arrow signs made and Thad will work on getting those done. Some vendors needed access to water so discussion

about water billing continued. It is agreed that the fair will pay the water bill for the AmVets stand for the month of August so campers and vendors can utilize their hookups. JJ has a second non-profit group that would like to set up a table display. D-Fib group will have a table to collect donations. The first non-profit is Door Tran and their raffle at the races.

- d. Marketing/Advertising: WIXX is all set to go. Most of the ads will air during their morning show. Rewind and the Lodge ads are set and ready. NEW Radio is working on T-shirts and getting their sponsors. The fair ambassador will be doing an interview with them. WDOR has not been contacted. Unsure if they will be and if they aren't, the Eddie Allan show is not possible. Laura has been trained on the website and has been updating it as she can. She added an ambassador page. Pulse was late in being contacted, but they will be running a full cover and ads and the cost is cheaper than last year. There is a billboard ad on the electronic board by Culver's. 2 magazine ads have been run - Rural Route (the \$100 bill that was sent to the office was to cover that ad) and a Youth Sports magazine have run. Bliss and Hatco have come on board to sponsor decorations for the Merchant's Building. Decorations will be added in addition to the mural Laura and Vonnie are painting. Laura will be coordinating an appreciation dinner for sponsors, workers, and supers to debrief about the fair on August 23rd at 6:30 pm at the ADRC building. JJ is working with Sonny's to coordinate all the catering and beverage needs for all of the stage acts. Ken is looking to offer County employees an incentive deal to get them to come to the fair. For \$11 employees would get entrance into the fair and a \$5 food voucher for local stands. The board agreed to support the \$5 vouchers and pay back the stands as was done last year. Ken will provide a copy of what the voucher looks like for ticket booth and board reference. Ken is also continuing his work with UWGB and their analysis of the fair's impact. They are looking to collect data from attendees to see where people who visit the fair are from. There will be tablets outside of the ticket booths where attendees can fill out brief surveys. He will be looking to the County for some financial support to provide an incentive for people to fill out the survey.
- e. Workers: The board welcomed Kristen Tassoul as she will be working with Steve to learn the ropes of the Treasurer position this fair season. In looking at the price of wages, the gate crews (not part of non-profit groups) can make up to \$15 per hour during peak hours (1 pm - 9 pm). Clean-up crew wages will depend on age. Steve has some spots filled on his work schedule but can still use more. Michael can help with pre-fair set up, but will not be available during the run of the fair like usual. There's a big need for morning clean up crew leaders. John will work on getting together a load-in crew set up for the acts. Laura has been communicating with the cleaners to make sure the cleaning needs are met for the restrooms and handwashing stations.
- f. Booster Buttons: make sure all button check outs are communicated to Dawn or Sara to keep an accurate record of where they are.
- g. Steve just made mention that insurance is on it's way - the companies are just backed up.
- h. Next meeting is August 2nd. Supers and stands will meet at 6:00 pm with the official meeting starting following that meeting (approx. 6:30pm) in the Jr. Fair Building.
- i. Steve moved to adjourn. Second Aaron. Motion carried. Meeting adjourned at 7:24 pm.

Respectfully,

Sara Mueller