

DOOR  **COUNTY**
FAIR
ESTABLISHED 1871

TOM ASH, President AARON ASH, Vice President
KRISTIN TASSOUL, Treasurer STEVE JENNERJOHN, Assistant Treasurer
HILARY HEARD, Secretary JAMIE SOUKUP, Assistant Secretary

LAURA VLIES & JOHN WHITE, Members-at-Large

THAD ASH & JEREMY SCHOPF, Members-at-Large

TBD, Educational Liaison

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www.doorcountyfair.com dcfairinfo@gmail.com

Door County Fair August 9th - 13th, 2023

Meeting of the Door County Fair Board

November 16th, 6:00 pm

County Board Room, Door County Government Center, Sturgeon Bay

1. Call to order
2. Establish a Quorum
3. Approve Agenda
4. Approve October Minutes
5. Annual Meeting Report
6. Liaison Report
7. Intern/ Ambassador Report
8. 2023 Fair
 - a. Oversight Committee
 - b. Events/Contracts
 - c. Sponsorships
 - d. Marketing
 - e. Capital Project - fees for camper/amperage
 - f. Vendor Stands – Land Lease Agreement Renewals.
 - g. Other
9. Next Meeting
10. Adjourn

Deviation from the order shown may occur.

Minutes of the Door County Fair Board Meeting
October 19th, 2022
6pm

Door County Government Center Board Room, Sturgeon Bay Wisconsin

1. Meeting was called to order at 6:03 pm by President Tom Ash. Those in attendance include: Tom Ash, Steve Jennerjohn, Kristin Tassoul, Thad Ash, Roy Englebert, Wayne Spritka, Ken Pabich, Claire Olson, Jeremy Schopf, Hilary Heard, Emily Guilette, and John White.
Not in attendance: Aaron Ash, Sara Mueller, Laura Vlies
2. Quorum was met.
3. Steve moved to approve the agenda. Second by Thad. Motion carried.
4. Steve moved to approve the August minutes. Second by Thad. Motion carried.
5. Liaison Report – Budget was approved by the County Committee. They reviewed the need for more Help and justification for a large budget. A price increase for admission was suggested by a member because of the “bang for your buck” value of last year’s event.
6. Intern/Ambassador Report: Application was sent in for convention, a request was made to pass on any fairest of the fair emails to Claire and Emily. They are just waiting for updates at this time.
7. 2023 Fair
 - a. Oversight Committee - Budget/By-laws - Budget was approved as well as new bylaws. Adjustments to bylaws were made to reflect adding positions, changing title for some positions and updating to gender specific titles.
 - i. An assistant secretary candidate was suggested as Jamie Soukup.
 - ii. A slate of officers was verified and agreed on as follows
 1. President - Tom Ash
 2. Vice President - Aaron Ash
 3. Treasurer - Kristin Tassoul
 4. Assistant Treasurer - Steve Jennerjohn
 5. Secretary - Hilary Heard
 6. Assistant Secretary - Jamie Soukup
 7. Member-at-Large - John White
 8. Member-at-Large - Laura Vlies
 9. Member -at-Large - Thad Ash
 10. Member-at-Large - Jeremy Schopf
 11. Educational Liaison - TBD
 - b. Events/Congrats-
 - i. The Stage events for the 2022 fair are as follows
 1. 8.9.22 - Boogie and the YoYo's - 7:30-11
 2. 8.10.22 - Mostly Water 7:30-11
 3. 8.11.22 - The Sparks 4:30-6:30
 4. 8.11.22 - Pink Houses 7:30-11
 5. 8.12.22 - 7000 A Part 4:30-6:30
 6. 8.12.22 - The Glam Band 7:30-11
 7. 8.13.22 - Bakas Lotus - 2-5

Under budget by \$10,000 - could book one more band to play Saturday 12-2 if we want
Hotels rooms need for the bands are as follows: 8.11.22 5 double rooms; 8.12.22 2 double rooms.

Bands are contracted -no prepayments needed.

- ii. Grandstand attractions are as follows -
 1. 8.9.22 - Open

2. 8.10.22 - Stock Car Races
3. 8.11.22 - NEW Motor Sports - (In discussion)
4. 8.12.22 - AMA Motorcycle Races
5. 8.13.22 - Demo Derby

Discussion on whether or not to book NEW Motor Sports for a tractor pull were had. Possibilities include - just the NEW Show (modified tractor, trucks, semi's) or a joint show of antiques and modifieds. There is an approximate \$2000 difference between the two shows. If we went with just modifieds NEW would run the entire show. Gate profits would go to them for exhibitors and us for spectators. If we did a joint antique and modified pull they would run the show for both alternating with two eliminators an antique and a modified however registration for antiques would fall on us. Gate admission would be the same as above except for antique tractor exhibitor fees would go to the fair. For either plan the fair would need to provide: 2 tractors and Skid steer. More information is needed to make a final decision. Does NEW cover insurance for antiques? What exact class would there be?

- iii. Other contracts in progress
 1. Wood carver-booked
 2. Dock Dogs - If we get them a down payment prior to 1.1.23 it will be the same rate as 2022. (\$8500) - Need to know the number of hotel rooms needed for them.
 3. Pig/Ducks - Contract in progress
 4. Vendor Fair - Working on ways to make this more convenient for vendors and exhibitors. Possible suggestions of using some space from merchant building, horticulture building, or tent. Tent would need to be held down without stakes being pounded into black top. More thought needs to be put into this as this section of the fair is gaining popularity however weather remains an issue. Steve needs some closing financials from Kim for 2022 fair to close out year. JJ was going to work on it.
- c. Sponsorships - No report given
- d. Marketing - Information presented by Thad for Aaron: For marketing I reached out to Tim Kowles from Door County Daily News who stated now would not be the best time to talk numbers as everything is a little higher right now. He would like to come to the November meeting to discuss a plan for next year and give us a proposal as well as see what we want from their marketing and see what things can be added or subtracted. He told me right now, to go with the same plan as last year would be about 2-300 more putting us at roughly \$2500. Again, he will come discuss at our next meeting. I reached out to WDOR after our last meeting and have yet to hear from anyone.
 - An issue with the location on where to pick up T-shirts last year was presented, this needs to be clarified for next year.
 - No in person presentation is needed for DC Daily News it is preferred that 2 package options would be presented with different options on what would be provided.
 - Reaching out to WIXX for a quote was suggested. Finding out if we have information on what zip codes were in attendance for the 2022 fair would be helpful.

I reached out to Innovative Printing Due to all the changes in design last year our cost was higher. She expects the design time to go down as we can just plug in the new information into the template she already has.

The costs are outlined below

- 200 full color posters- \$107
- 2,000 full rack cards-\$360
- 5,000 paper b/w rack cards- \$255
- Ad layout for the pulse-\$95
- 1,000 full color brochures-\$615

Last year's design costs totaled \$305 dollars. She again says this would go down about in half as she only needs to input new data instead of reformat for this year

Adding up design costs and costs of each product brings us to \$1587. I am adding a buffer due to potential increase in paper costs as reported by Laura and for budgeting putting it at \$1700.

Marketing Budget as of now:

12,000 starting budget

Let's go Door County-\$8000 (**under contract**)

Innovative Printing-\$1700

\$2300 left over to include Pulse ad (\$1288 last years including front page in one issue and two separate 2/5 page advertisements)

door county daily news

paperboy (\$395 last year, still waiting on info for next year)

WDOR

My cut off is to get the information to Laura for the beginning of June so she can have time to get it put together and we can have stuff out by mid June. Anything received after June 1 will not be included on the posters, rack cards, etc.

It was stressed that all information for these needs to be in prior to Memorial Day weekend for on time delivery.

- e. Capital Projects - A quote for a portable stage was given at \$180,000. Established that for the Raibrook compensation it does not need to be an equal match however more information is needed on the match amount. Ideas for funding include: County, Friends of the Park. A stage for the fair cost between \$5000 and \$6000 per year this amount could be contributed to pay back. More discussion to be had on this topic
 - Trenching for the camping area and larger amperage vendor space has started. Fees for this will need to be discussed at a future meeting.
 - f. Annual Meeting - November 15th at 9am. We will need to present our slate of officers, finances, and 2022 fair information. Hilary needs to get information to Jill by November 9th for this meeting.
 - g. Signature Cards - Updated signature cards are needed for Nicolet Bank for signers on the account. The following signers were approved by the board for the account preceding the names of signers:
 - i. Premium account
 - 1. Hilary Heard
 - 2. Jamie Soukup
 - 3. Steve Jennerjohn
 - 4. Kristin Tassoul
 - ii. Money market and checking account
 - 1. Kristin Tassoul
 - 2. Steve Jennerjohn
 - h. It was brought to our attention that we need to have harassment training as a board. This training will hopefully take place prior to next month's meeting at 6pm. Training should take about 1.5 hours.
8. Next meeting will be November 16th at 7:30 with harassment training preceding it starting at 6pm in the County Board Room, Door County Government Center, Sturgeon Bay.
9. Motion to adjourn the meeting was made by Thad, Second by JJ. Meeting adjourned at 7:04