

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](http://www.doorcountyfair.com)      [dcfairinfo@gmail.com](mailto:dcfairinfo@gmail.com)  
**Door County Fair August 10th - 14th, 2022**

Meeting of the Door County Fair Board  
July 12th, 2022 6:00 pm  
Jr. Fair Building, John Miles County Park, Sturgeon Bay

1. Call to order
2. Establish a Quorum
3. Approve Agenda
4. Approve June Minutes
5. Liaison Report
6. Intern Report
7. 2022 Fair
  - a. Contracts/Events
  - b. Marketing/Advertising
  - c. Sponsorships
  - d. Vendors
  - e. Stands Review
  - f. Workers/Personnel
  - g. Supplies
  - h. Buttons/Passes
8. Next Meeting
9. Adjourn

*Deviation from the order shown may occur.*

Minutes of the Door County Fair Board  
June 7th, 2022  
Junior Fair Building, John Miles County Park, Sturgeon Bay Wisconsin

1. Meeting was called to order at 6:01 pm by president Tom Ash. Those in attendance include: Dawn VandeVoort, Roy Englebert, Jeremy Schopf, John White, Aaron Ash, Ken Pabich, Tom Ash, Sara Mueller and Steve Jennerjohn. Laura Vlies, Claire Olson and Thad Ash were unable to attend.
2. John moved to approve the agenda and second by Aaron. Motion carried.
3. John moved to approve the May minutes and second by Aaron. Motion carried.
4. Liaison Report: None.
5. Intern Report: Ken reported out for Claire. Claire has been working on writing SOPs for the program. She has been working on recruitment for a fair ambassador and currently has one individual that is interested. Discussion was had on if the intern could be the primary social media person. There was uncertainty as to if Nick Freimuth's posts are adequate. The group agreed that his page posts were not enough. Historically, Dawn has done a bulk of the posting for promotions. Ken will speak with Claire to see if that is something she would be willing to assist with.
6. Contracts: The stage contract is getting fixed. Hilary Heard is in the process of securing an eliminator for a potential tractor pull on Friday night of the fair. Nothing is final until insurance is finalized. The tentative start time would be 7 pm. Nothing will be announced until rules and an insurance summary are approved by our insurance and board. A list of all needs for all contracts needs to be developed and reviewed for the next meeting. Motorcycle races will need to conclude around 9 pm on Saturday night.
7. Marketing: JJ has been talking with Nick from Let's Go Door County about creating a video featuring the vendor fair. At this point, NEvents has about 15 vendors signed up. If there is a small turn out, the option to house them in the Merchant's Building is a possibility.
8. Sponsorships: Ken reported on Laura's behalf. Sponsorships keep coming in. Kay Distributing and Triangle used to be major sponsors and discussion resulted in some uncertainty about why they pulled back this year. Door County Vet had previously mentioned wanting to support the DockDogs show, so contact needs to be made with them to see if this is still something they are interested in sponsoring. Sonny's needs to be contacted about the food and drink needs for all of the bands as they had done in the past. The question was what level does that in-kind support put them at? This will need to be clarified. Discussion about tents resulted in the idea that the children's stage could go back under the tent outside - this is an idea to consider for next year. There will be no tents needed in 2022. JJ mentioned that Miller Implement is looking to sponsor equipment to use - once the tractor pull is figured out, JJ will reach out to see what kind of support they are willing to give.
9. Job Checklist: Question - will the Parks provide a tractor again? Kim at DoorTran reached out and submitted her raffle license to do the 50/50 raffle during Thursday night's races. The need for workers was discussed. Wayne will have some help available on site during the fair. A flier will be made and sent out to the non-profits of the county to offer a stipend for groups that commit to specific shifts. Sara will create a flier and details for each need throughout the fair and get it sent out and collect worker information as it comes in. A tri-fold will be made with details of each day's events to be distributed at the fair. A rack card needs to be made. No one has reached out to Innovative about rack cards or posters, so Aaron will reach out to Laura Blahnik to see what can be done with short notice. A camper is needed for the bands, typically Tim got this through a sponsorship. Sanitizer stands from Brown County are not necessary this year with the new hand washing stations. John will get the AMA insurance info to Steve. PaperBoy typically distributes all the rack cards - no one has contacted them.
10. Next meeting will be July 12th at 6 pm at the Jr. Fair Building for the board followed by a supers and stands meeting on August 2nd at 6 pm at the Jr. Fair Building.
11. Steve moved to adjourn the meeting. John second. Motion carried. Meeting adjourned at 7:08 pm.