

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  
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**Door County Fair August 10th - 14th, 2022**

Meeting of the Door County Fair Officers and Guests  
August 23rd, 2022  
6:30 pm  
ADRC Dining Room

1. Call to order
2. Establish a Quorum
3. Approve Agenda
4. Approve August 2nd Minutes
5. 2022 Fair Review
  - a. Discussion
6. 2023 Fair Dates
7. Next Meeting
8. Adjourn

*Deviation from the order shown may occur.*

Minutes of the Door County Fair Board  
August 2nd, 2022  
Junior Fair Building, John Miles County Park, Sturgeon Bay Wisconsin

Stands, Superintendents, and Events Meeting

1. Meeting began at 6:00 pm. Those in attendance include: Andy Larson, Chuck Ploor, Sue Havel, Mike Riederer, Father Birdsall, Jim Wautier, Chuck Wagner, Bill Forry, Dale Wiegand, Denise Plassmeyer, Faye Bley, Michael Raye, Candis Dart, Krissy Phillips, Tracy LaCrosse, Roy Englebert, Wayne Spritka, Sean Donohue, John White, Aaron Ash, Thad Ash, Tom Ash, Kristin Tassoul, Hillary Heard, Sara Mueller, Dawn VandeVoort, Laura Vlies, Emily Guillette, Faye Bley, Steve Jennerjohn. Jeremy Schopf was not present.
2. Fair Overview:
  - a. Tom spoke about the events going on at the fair day by day and shared tri-fold flyers with the group.
  - b. Admission is \$8 per day with an up charge to \$10 on Friday and Saturday night. Booster Buttons are \$20 this year.
3. Superintendents:
  - a. Sara went over reminders for the supers emphasizing the no animals before noon rule. Any animals dropped off early will be asked to leave and be disqualified from showing at the fair. All animal health forms and documents need to be turned into the secretary's office by 6 pm on Thursday. Notes from last year's animal judges included making sure that championship rounds have animals enter in weight-class order. Also, no exhibits can leave before 4:00 pm on Sunday afternoon.
  - b. Questions from supers included: Can the sheep ring be set up and left up for Saturday morning? The board agreed that as long as it's not disrupting the flow of foot traffic, Andy and Krissy can make that call. Krissy asked about beef shavings - once stalls are labeled, shavings will get laid down. Supers asked for a list of other supers phone numbers so they can communicate quickly with one another.
4. Stands:
  - a. The stands were given copies of the approved contracts and rules for the 2022 fair. The amount due did not change from 2021 and neither did the rules.
  - b. Questions and discussions: Security. Bill Forry asked what there would be for security on the grounds. As like every year, the sheriff's reserves will be on site. Everyone is encouraged to say something if they see something or notice anything suspicious. If anyone plans on operating equipment on the grounds, a copy of their driver's license needs to be brought to the secretary's office and put on record. For stands to get Coor's products, they will need to contact Todd Penny directly to place their orders. 1 person will be delivering to them each day. Dale asked if the board had heard any predictions about attendance numbers. Rumors around the state are that fair attendances are up compared to last year. Laura will reach out to Kay Distributing to confirm a drop off and pick up time for their products to the stands. Stands were unsure about the returned beer policy - they will have to make contacts to each distributor to find out their policies. Van's will be coming through on August 3rd to inspect fire extinguishers. The horse arena will be prepped as it has in the past by the same people with the same tractor as last year. The county is offering coupons: \$1 for anyone who completes the economic survey on the ipads near the gate. The county is also offering their employees a free daily pass and a \$5 food voucher for the local food stands. Stands can turn them in for reimbursement on Sunday. Most likely the sheriff's office will be offering their yearly voucher as well.

That concluded the Stands and Superintendents portion of the meeting.

1. Second portion of the meeting was called to order at at 7:00 pm.

2. Same officers were present for the second portion of the meeting.
3. Laura moved to approve the agenda, Aaron second. Motion carried.
4. Minutes - Laura clarified item number 5 - There was a misspeech in the presentation of the fair ambassador. Although documents were signed, Emily was not officially the fair ambassador. Voting by the board is still required. Thad moved to approve the minutes from July with that clarification and Aaron second. Motion carried.
5. Liaison Report: September 1st is the retreat for all county budgets. The fair will be a part of that conversation. Tom and Wayne suggested a similar number to this year (\$88,000) with taking into account an increase in utility and labor costs.
6. Intern/Ambassador Report: Emily shared that she was at the Forestville parade, Dykesville parade, recorded radio ads, sold buttons at the farms market. Claire had created a work agreement that the board took a look at. That moved to approve the work agreement for the program. Second by Sara. Discussion centered around fair week expectations - more specific events or a set number of hours committed to the fair week. Following this year, an updated SOP will be laid out to reflect how this year goes. Motion carries. Sponsors for the 2022 program include Handibins at \$500 and Destination Door County at \$1350.
7. 2022 Fair
  - a. The new layout for partnerships and sponsorships for the fair has been fairly well received. Nick will need the details for who is sponsoring each event for his media posts. Activity boards are getting posted around the grounds. Moolah chas shirts are in route and will begin being distributed at remote broadcasts for DCDN. Quietwoods RV is donating a camper for the Ambassador/Sponsors to utilize on the midway. Laura is looking to create a VIP area for our sponsors to come and visit and cool off and grab some small refreshments. We will give it a go this year and see how it works and go from there. Tim Krowls has more coming for DCDN as the fair gets closer to air on the radio stations. WIXX has been fantastic to work with and the booster buttons were featured on their morning talk show. The electronic billboard has been up and working for a while. Laura and Emily will be heading to WFRV channel 5 to do an interview for their Midwest Farm Weekly feature.
  - b. Sponsorships - banners have been coming in and will continue to as the fair gets closer.
  - c. Vendors - If indoor vendors want to park behind the building they will need to purchase a parking pass from the office. Wayne is working on getting the power hookups that are needed all set. In the future, there needs to be an additional surcharge added to the contracts for vendors that require power.
  - d. Workers/Personnel Compensation: Habitat for Humanity is taking a large chunk of the gate shifts this year. North gate needs help on Saturday and Sunday yet. There was discussion to man the gate near the secretary's office so that it can be a drop-off point for deliveries and provide easier access for handicap parking. Ipad workers are separate from the gate workers. Ideal location for the surveys to take place will be gauged as the flow of the people coming in the gates grows. Additional compensation will be given to those on the board who stick around on Monday and work manual labor - i.e. manure, cage clean up, stakes etc. A reminder was made that there needs to be fair officers on the grounds at all times during the fair. It was asked that each person take their fair share of late nights and early mornings so the same people are not stuck in the same role over the course of the fair. Hillary Heard and Kristin Tassoul are observing board members to learn the ropes of various roles. Thad moved to compensate them each \$750 for their time and efforts for the 2022 fair. Second by John. Motion carried.
  - e. Merged into D.
  - f. Buttons are to be turned in on Friday. Quantum PC and Marchants will turn them in on Monday. John will work on coordinating with the 3 groups to accommodate for their disabled workers to make sure they have a pleasant fair experience. PKS3 will need to be contacted to get a list of

workers for working the track and the races. There is still a need for stage hands to help load and unload performers. That is going to make first-aid signs to post in the buildings directing fair goers to the sheriff's RV for assistance. The firefighter's challenge is set to go for Sunday afternoon following the demolition derby. Judy Gregory - a past fair board member - passed away earlier in the week. We would like to recognize her in some way at the fair. Emily will coordinate with Steve and Donna to create a reflection on her time with the Door County Fair to share at the fair kick-off on Wednesday at 7 pm. Shaun - who replaced Grant at the County - was there to introduce himself to the board.

- g. Next meeting is August 23rd at 6:30 pm at the ADRC building.
- h. That moved to adjourn. Steve second. Motion carried. Meeting adjourned at 8:31 pm.

Respectfully Submitted,  
Sara Mueller