

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 Board
March 2nd, 2022 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 February Minutes
5. Liaison Report
6. Destination Door County
7. Internship/Ambassador Program
8. Survey Update
9. Economic Impact Analysis
10. 2022 Fair
 - a. Contracts/Events
 - b. Pricing - Entrance, Booster Buttons, and Exhibitor Fees
 - c. Marketing
 - d. Sponsorships
 - e. Business/Organization Partnerships
 - i. Requests and Opportunities
11. Next Meeting
12. Adjourn

This meeting will be conducted by teleconference or video conference. Members of the public may join the meeting remotely or in-person.

To attend the meeting via computer:

Please click the link below to join:

<https://us02web.zoom.us/j/81221527530?pwd=REJEWmlkN2ErV0cwdXRKM1B2NE16dz09>

Webinar/Meeting ID: 812 2152 7530

Passcode: 314244

Or by Phone:

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Deviation from the order shown may occur

Minutes of the Door County Fair Board
February 2nd, 2022
County Board Room, Door County Government Center, Sturgeon Bay

1. The meeting was called to order at 6:00 pm by President Tom Ash. Those in attendance include: Ken Pabich, Sara Mueller, Aaron Ash, Thad Ash, Wayne Spritka, Dan Austad, John White, Dawn VandeVoort, Roy Englebert, Jeremy Schopf, Claire Olson, Laura Vlies, and Nick Freimuth.
2. Thad moved to approve the agenda. Second by John. Motion carried.
3. Laura moved to approve the January minutes. Second by Thad. Motion carried.
4. Liaison Report: Roy commented on the new hires and assignments in the Extension offices of Brown and Kewaunee counties.
5. Fairest of the Fairs:
 - Laura reported that the state convention went well. She said that State Representatives were glad to see her down there. Michaela did well and came out of her shell during the competition.
 - Laura was asked to present reimbursement from the fairest, but there hasn't been a response to communication.
 - Looking at the future of the Fairest of the Fairs program, Laura reached out to past fairests and those who have been involved before to become a part of the new vision of the program. Claire Olson then presented a pitch for a fair. She would like to see a transition towards an ambassador program with mentors, duties set by the board, and then have them attend the state convention - a smaller scaled version of the past program without the sash and crown aspect.
 - Discussion points: Is it the end of the official FOF program or just a rebranding of the program? There would need to be more interest than what has been seen in the past with the FOF program. Could this be a part of the county's apprentice program? Should Claire spend this year developing the program then launch it for 2023? Ken and Claire could work on collaborating to establish a plan for an apprentice. It was also noted that an ambassador can still compete at State Convention.
 - A letter will need to be sent to get supplies returned that belong to the program from Monica, the current coordinator.
 - Thad moved to transition from a Fairest of the Fair program to an ambassador program as a stand alone or partnership with the Youth Apprentice Program and for more details to be discussed at the next meeting when more information is known. Second by John. Discussion: There needs to be a financial draw for someone to want to be a part of this to peak interest. Motion carried.
6. 2022 Fair
 - All entertainment and events contracts have been sent out - just waiting on a few signatures to have those all secure. Time Machine, Mostly Water, and Mustang Sally are in the works. Will begin advertising once all contracts are in and secured. JJ has a mock - up of the contract in the works for the vendor fair and vendors - he will be getting them proofed with Tom and the County. Thad convinced the carnival to bring their ATMs - it just seems like the easiest most reliable option for our fair. The carnival might be bringing new rides this year.
 - Marketing: Laura passed out a 2 part budget plan for marketing in 2022. See visual:

2022 Marketing Plan			
"PLAN A" Conservative Budget		"PLAN B" With Larger Partnerships	
2022 Approved Marketing Budget		2022 Approved Marketing Budget	
Marketing Budget	10000	Marketing Budget	10000
Fairest of the Fair Program Budget 2022	3000	Fairest of the Fair Program Budget 2022	3000
Budget Sponsorships (15,000 Anticipated)		Budget Sponsorships (15,000 Anticipated)	
		Portion of Partnerships when > 15k	3350
	13000		16350
Marketing Expenses without Exceeding Projection		Marketing Expenses without Exceeding Projection	
Lets Go Door County	7200	Lets Go Door County	7200
NEW Radio (30% off 2021 proposal, 300 Ads on 3 Stations)	2300	NEW Radio (30% off 2021 proposal, 300 Ads on 3 Stations)	3500
The Lodge / Rewind (20 Ads both Stations)	530	The Lodge / Rewind (40 adds & digital ads on both stations)	1600
WDOR (need to negotiate)	470	WDOR (need to negotiate)	1300
Printing	1150	Printing	1150
Posters \$172		Posters \$172	
Rack Cards \$365		Rack Cards \$365	
B/W Rack Cards \$200		B/W Rack Cards \$200	
Trifold* \$392		Trifold* \$392	
Wristbands NC (in-kind)		Wristbands NC	
Postage* (Intro / Sponsorship Form / Sponsor Agreements)	600	Postage* (Intro / Sponsorship Form / Sponsor Agreements)	600
Ambassador Program	1000	Ambassador Program	1000
In-kind printing Partnership Forms & envelopes		In-kind printing Partnership Forms & envelopes	
	13250		16350
<i>RED - Numbers not finalized</i>		<i>RED - Numbers not finalized</i>	
* New expenses			

JJ moved to approve the marketing budget as presented, and John second. Discussion: A percentage of what amount will be spent when/if plan b gets put into place should be determined as a board. Laura will bring that to the board if that happens. Motion carried.

- Radio Stations:

NEW Radio is looking to partner with the fair again for \$2300. This will include Moolah cash and t-shirts (they are looking into sponsorship options to put on the shirts). They will have a banner on their website promoting entry deadlines.

Rewind/The Lodge are looking to do a trade sponsorship for \$530.

WDOR presentation to come.

- Sponsorships: Laura presented her revised sponsorship letter with changes based on the feedback from January's meeting. Some have already been sent out with some interest coming back already. Booster and admission prices will need to be discussed at the next meeting to help answer questions. Another topic of discussion was an option for online payment for sponsorship. There could be potential to add an external web link to the website, but there would be processing fees that get charged and who would pay that? It's not possible to run those through the Stripe program for exhibits.
- 7. Research: Thad shared that he sent out a survey in 2012 to inquire about how other county fairs function. Ken met with the State Fair secretary and she would like to collaborate with Ken to create a database of information about each county fair. Ken also mentioned that UWGB might be interested in collaborating on the project and looking at the economic impact of the county fair.
- 8. Next meeting is March 2 at 6 pm in the boardroom.
- 9. John moved to adjourn the meeting. Thad second. Motion carried. Meeting adjourned at 7:25 pm

Respectfully,

Sara Mueller