

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  
January 5th, 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 November Minutes
5. Liaison Report
6. Fairest of the Fairs
  - a. Future of the Program
7. 2022 Fair
  - a. Contracts/Events
  - b. Marketing
    - i. Let's Go Door County
    - ii. Radio Stations
  - c. Sponsorships
    - i. Sponsorship Tiers and Packages
8. Next Meeting
9. 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/81439107439?pwd=UU9nUEthWjE3cjRHSDJ6MytsaEw1dz09>

Webinar/Meeting ID: 814 3910 7439  
Passcode: 979344

**Or by Phone:**  
Dial:1-312-626-6799

*Deviation from the order shown may occur*

Minutes of the Door County Fair Board  
November 17th, 2021  
County Board Room, Door County Government Center, Sturgeon Bay

1. Vice President Aaron Ash called the meeting to order at 6:00 pm. Those in attendance include Thad Ash, Sara Mueller, Jeremy Schopf, John White, Dan Austad, Roy Englebert, Ken Pabich, Steve Jennerjohn, and Laura Vlies. Tom Ash, and Dawn VandeVoort were not present.
2. Steve moved to approve the agenda. Thad second. Motion carried.
3. Steve moved to approve the October minutes. John second. Motion carried.
4. The annual meeting went smooth and was fairly quiet. Many of the supervisors went and had positive feedback about the fair. The slate of officers was approved as presented.
5. Liaison report - Dan shared that comments he's heard are that people are disgusted with the difficulty of online registration.
6. Fairest of the fair program plan for 2022 was not determined. All of the funds for the program were taken in house - approximately \$4400 - to be held until a plan is set. Monica Guilette was not present, so no decision was made on the program. The board would like some sort of communication from the coordinator for the next meeting to help understand the current standing of the program and how to proceed going forward. Michaela is registered as a contestant at convention. The idea of reaching out to the Miss Door County Program to perform comparable events was also brought up. The plan of the program will be discussed at the next meeting.
7. Fair duties checklist was reviewed and revised (see attachment). The board discussed the sponsorship form. There was discussion about the need to change the packages that come at each level and also the need to raise the levels. It was suggested to move all of the ribbon levels up one step, to increase all tiers considerably, to tighten the ranges at each level, and to reconsider what each package receives - including having Nick at the next meeting for Let's Go Door County. There was no final decision made on the sponsorship levels, but Laura will be writing a preliminary letter to send out introducing herself and letting businesses know there's some restructuring happening with the incentive packages for 2022. This will be discussed at the next meeting. Ken suggested offering business packages like the county offered at last year's fair - a coupon sort of offer for large groups to use on the grounds.
8. Boogie, Vic, the stage, and pig and duck races are all signed and set. Thad is looking for a new contact number for Spice. Mustang Sally is being considered to fill Friday's spot. DockDogs are waiting for the beginning of the year to send their signed contract. JJ has been in contact with Kim for the vendor fair and she's on board for next year. The price will remain the same for 2022, but logistics of loading in the booths will need to be revisited. Marketing - WDOR, WRLU, Let's Go Door County should be at the next meeting with their plans for 2022 like Tim had coordinated for 2021.
9. Next meeting is January 5th at 6 pm in the County Boardroom.
10. JJ moved to adjourn. Laura second. Motion carried. Meeting adjourned at 7:25 pm.

Respectfully,  
Sara Mueller

2022 Door County Fair Duties					
	Duty	Primary	Secondary	Tertiary	Notes
	Band Contracts	Tom	Steve	Thad	Still gets processed and checked by county
	Grandstand Contracts	Tom	Steve	Aaron	
	Insurance for general/events	Steve			
	Machinery Exhibits	JJ	Laura		Reach out to DCEDC - Laura
	Sherriff's Reserves	Thad	Tom		
	Radios/Walkie Talkies	Thad			
	Vets	Thad	Aaron	Sara	Check for state rules
	Set Pricing	Board			
	Meat Animal Sale	Aaron	Chuck		
	Electrician	Wayne	John		
	Milkhouse, CIP, and Milk	Thad	Wayne	Jim	Jim monitors milk at fair, provides weights
	Track and Infield Preparation	Tom			
	Contract for trailers/campers	John	John	John	
	Fire, Safety, and Emergency Government	Tom	Aaron		
	Manure Disposal	Thad	Aaron		
	Supplies from Warner	Thad	Steve		
	Garbage Hauling	Laura	Aaron	Thad	Sponsorship with Handy Bins negotiations
	Toilets Maintenance (schedule and sponsorship)	Laura	Aaron		Sponsorship negotiations with Hill Cleaning
	Advertising, publicity, and promotion	Laura	Tom		
	Skid Steer/Trailer	Thad	Wayne		
	Midway Layout	Tom	Aaron	JJ	
	Midway Entertainment (non-music)	Tom	Aaron	Steve	
	Office Help	Thad	Steve		
	Building Prep	Tom	Aaron	Dawn	
	Golf Carts	Steve			
	Parking Assistance Handicap	Thad	Aaron		Organizing groups
	Tickets for gates/grandstands	Steve	Thad		

Noise Ordinance	Steve			Send out in June
Wristbands for track	Steve			
Gate/Grandstand Help	Steve	Thad		
Payment of Judges	Sara	Steve		
Get Tents	Steve			
Outside Merchant's Exhibits	JJ			
Drill Team Competition/SHOW	JJ	Fay Bley		
Judges and Superintendents	Sara	Dawn		
Letters to Judges	Sara	Dawn		
Superintendents Contracts	Sara	Dawn		
Update Website	Sara			
Facebook/Social Media	Sara	Dawn	Laura	
Outside Merchant's Contracts	JJ			
Outside Merchant's Set-up	JJ			
Premium Lists	Sara	Dawn		
Place County-wide Banners	Thad	John		Contacts Woody to change them as well
Fair Brochure	Sara	Dawn		
Sponsor Passes	Laura			
Print Entry Tags	Sara	Dawn		
Cage Cards	Sara	Dawn		
FairEntry Programing	Dawn	Sara		
Exhibitor Tags	Dawn	Sara		
Ribbons	Dawn	Sara		
Trophies	Laura			Need to find company name
Beer Stand Paperwork	Steve	Sara		
Field Calls for workers/groundkeepers/email	Steve	Sara		
Name Tags for Judges/Supers/Helpers	Dawn	Sara		
Festival Tent Schedule	Dawn	Michael Raye		
Judging Sheets and Binders	Sara	Dawn		
Judging Affidavits	Dawn	Sara		
QMAS Weights	Sara	Aaron		

Showring Prep/Sawdust	Tom	John		
Premium Lists to Clubs	Dawn	Sara		
Judging Schedule	Sara	Dawn		
Open Class Fees Collection	Sara	Dawn	Steve	
Inside Signage	Thad	Laura		Post events taking place in each building
Outside Signage	Thad			
4-H/HCE Volunteers	Dawn	Sara		
Building Decorations	Dawn	4-H		
Port-A-Potties	Thad	JJ		
Campers for Sheriffs and Band	Thad			
Sponsorships	Laura			
Sponsors/Moving Ads* Banners	Laura	Thad		*Making sure sponsorship publicity on grounds is met
Marketing Contracts	Laura	Tom		
HATCO/Business Incentive Contact and organization	Laura			'Midway Bucks'
AMA Liaison and Insurance	John	Steve	Tom	Need to get John paperwork and details
Beer Wristbands	Laura			Flanigan sponsorship
ATM	Carnival			Spectrum will use theirs
SUTA Reports and Unemployment	Steve			
Unemployment Insurance	Steve			
Track workers	Tom	John		
Input Results	Sara	Dawn		
<b>At and After the Fair</b>				
Generate Premium Checks	Sara			
Deliver Beer	JJ			
Inventory Ribbons	Sara	Dawn		
Inventory Trophies	Laura			
Pay Vendors	Steve			
File Sales Tax, Entertainer Tax, Vendor Report	Steve			Separate reports
Annual Fair Financial Statements	Steve			

	State Financial Reporting	Steve			
	State Fair Reports	Sara			