



Tom Ash - President **Aaron Ash** - Vice President
Hilary Heard - Secretary **Jamie Soukup** - Assistant Secretary
Kristin Tassoul - Treasurer **Steve Jennerjohn** - Assistant Treasurer
Jeremy Schopf - Vendor Relations/Member at Large
John White - Member at Large **Thad Ash** - Member at Large
421 Nebraska Street Sturgeon Bay WI 54235
www.doorcountyfair.com secretary@doorcountyfair.com
August 14-18th, 2024

Meeting of the Door County Fair Board
January 17th, 6:15 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. Convention Report
7. 2024 Fair
 1. Events Schedule – QMAS/ Shows
 2. Events/Contracts
 3. Sponsorships
 - a. Confirm options for events to sponsor
 4. Marketing
 5. Capital Projects
 6. Adding Cashless options
 7. Banking
 8. Other
8. Next Meeting
9. Adjourn

Deviation from the order shown may occur.

DOOR COUNTY FAIR NOVEMBER MEETING
Wednesday, November 15, 2023, 6:15PM
County Board Room, Door County Government Center, Sturgeon Bay

1. Call to order
The meeting was called to order at 6:15pm by Tom Ash
2. Establish a Quorum
Yes established - *Tom Ash, Aaron Ash, Steve Jennerjohn, Kristin Tassoul, Hilary Heard, Jamie Soukup, Thad Ash, Jeremy Schopf, John White*

Others in attendance: Wayne Spritka, Chuck Ploor, Tim

Not in attendance: Candis Dart
3. Approve Agenda
Motion by Thad Ash, seconded by Steve Jennerjohn to approve the agenda.
4. Approve 10.18.23 Minutes (see attached)
Motion by Aaron to amend the minutes in two areas listed below, seconded by John White. Motion Carried
Changes – Remove Emily and Claire from attendance list. And change the amount need to \$150,000 instead of \$150,00
5. Annual Meeting Report – Went well county approved budget and was overall supportive of the DC Fair.
6. Liaison Report - NA
7. 2024 Fair
 - a. Events/Contracts –
 1. There are several bands with contracts at the corporate council waiting to be signed. Bands will be – Wednesday – Boogie and the Yo-Yo'z, Thursday- Spicy Tie Band, Friday – Pink Houses with opener American Honey Band, Saturday – Opener Glass Hammer – Glam Band, Sunday – Bocus Lotus and one open spot at noon.
 2. Tom received a call from Pig and Duck – he is selling his business and has recommended the new owner to book us, but we will see once the sale is through.
 3. Dock dogs are willing to come back at the same rate as last year, we need to decide what direction we need to go. Dock dogs need half up front. Motion to book dock dogs made by Thad and second by John White to send contract to corporate council. Motion Carried.
 4. Othe Events- Circus act is booked for 2024 so that is not an option. The county is still working on a promoter for the Grandstands.
 5. Motorcycle Races are in place, NEW Motorsports will be reached out to again for Friday. Ideas were logging congress, high fly trapeze act, looking at convention.
 - b. Sponsorships – See attachment for tentative changes. Hilary will work on finalizing the document and sending it to Aaron for proofing and then out to the rest of the board for a any suggestions prior to sending out in early 2024.
 - c. Vendors
 1. Point and Pay via County Website – JJ and Hilary met with Joanne about updating the website to have vendors sign up electronically. Start would be an inquiry page, that would go to JJ and then JJ would be in direct contact with them for the rest of the documents. Joanne is looking into the county's use of point and pay to see if we could piggyback on their use. The percentage fee applied for service, exact amount unknown, however it is believed to be passed on to the payer. Looking to have a 100% online payment for simplicity. A Link for payment would only populate once all documents are in place.
 2. Contracts are sent to the corporate council for review. Hoping to have them back by the end of February. Changes include: a cut off date for all documents for August 1st. A statement to let

them know they will be inspected by the fire department and the health inspector. Food vendors have a list of things they can't sell, a list has been added so they are aware of these items. A statement that the menu must be submitted so we know what they are selling and items that do not have any items that are not allowed, if items are on the "unpermitted" list they will be omitted from menu with proof.

3. Kim is doing an optional 3-day event for \$180. A 2-day event will also be in place. She is signing vendors for our fair and has opted to do our event over competing festivals in the area due to the date change.

d. Marketing –

- a. Contracts are done and signed for Paper Boy and The Pulse. They Pulse went up \$67.
- b. WDOR will be the same price as last year. Option 1 -235 add - \$2500, Option 2 - 180 adds-2025. Option to was agreed on. Contract for option 2 will be submitted by Aaron.
- c. Tri-fold prices are 1500 - \$934, 1000-\$786, Rack cards last year we printed 7000 (2000 hard \$474, 5000 - \$277) a lot were not used. Rack Cards drop down to 5000.
- d. Mirror Parking Pass – Barn supers – 1 per family, Vendors, camping, Suggested to order 300 and use what is needed.

- e. Banking – Still need to set up a meeting with Associated. Nicolet has come back with what they offer for Credit Cards. Could open it for the months we need and then close it. They use a program called clover. Costs are as follows.

\$495/month, 2.6% +\$0.10 per swipe transaction, 3.5% + \$0.10 for manual entry, \$27.95 per month plus 3%, Mobile app that Bluetooth to phone is \$99, stand alone unit \$729. Kristin and Steve prefer a meeting on Saturday, Jaime will do her best to make this work. Decided for Jaime to give 3 dates that work and see what they can do to meet up.

Signs needed for electronic payments and cash payments at gates.

- f. Capitol Project – Estimate on 40x60x 12ft building and concrete - \$75,000 not including electrical. Stage was an additional \$30,000. The total estimated total for this is \$150,000. We would need to have funds secured before sending out bids. Suggestion to take our profit from 2023 of \$65,000 plus and additional \$10,000 to set aside for Capitol Projects. Suggested to get firmer numbers and then revisit this topic later. Hoping to have the structure a go for the 2025 fair.

g. Other – By laws

Motion made by Thad to approve the amended By Laws Second by Aaron. Motion Carried.

Chuck Ploor said that QMAS said they are game to change the time of the sale to 2pm on Saturday.

This would include changing the times of shows to Beef Thursday at 2pm, Sheep Thursday at 6:30, Pigs Friday at 6:30. They did ask for Poultry to move back to 8am to get the sale book done on time. It may cause additional expense in a room over night for the poultry judge. There may be a conflict with drill team demonstration time. It is usually at 6pm. Suggested to move them to 5pm and the pig show to 6:30. May have to move drill team competition to 11/11:30. We will keep the conversation open and keep looking at the schedule to adjust. Kristin will talk to the drill team to see if they are willing to change their time. Set up for sale could be done as early as Saturday morning. Pig run would go in later in the day.

Aaron has a quote from the cleaning company, it is up \$200 this year. They always responded and were ready to go. Decided to book again for 2024.

8. Next Meeting – January 17th, 6:15pm

9. Adjournment

Motion by John White, seconded by Thad Ash to adjourn. Motion carried. Time:8:02 pm
Submitted by Hilary Heard.