



COMMITTEE: Oneida County Fair Planning Team

PLACE: UW-Extension Conference Room, Lower Level, Airport Terminal
3375 Airport Road, Rhinelander, WI 54501

DATE: March 1, 2016 **TIME:** 5:30 pm

Members Present: Jim Intrepidi, Nancy Gehrig, Theresa Seabloom, LeRoy Eades, Jean Platek, Aprelle Rawski, Tom Rawski, Evie Virgilio

Absent:

Excused: Eric Britton, Tom Peterson, Jim Perlberg, Kathy Silbernagel

Others Present: Brian Gehrig, Lynn Feldman, Bill and Mary Freudenburg

MINUTES:

1. **Call to Order and President's Announcements:** The meeting was called to order at 5:30 pm by President Jim Intrepidi. The meeting was properly posted and the facility is handicap accessible. No announcements.
2. **Approve Agenda for Today's Meeting:** A motion to approve the agenda was made by Eades, seconded by Tom Rawski. Motion carried.
3. **Approve Minutes of February 11, 2016:** A motion was made by Tom Rawski to accept the January 5, 2016 minutes, seconded by Platek. Motion carried.
4. **Administrative Report:**
 - **Financial Report:** Aprelle Rawski reported a payment was made to cover \$175 for the Chamber Annual Dinner attendance. There is now a balance of \$12,725 in the account. This amount does not reflect Nancy's wage at this point.
 - **Approve Expenses:** None to approve at this time.
 - **2016 Budget Update (Advertising Costs):** Nothing to report at this time.
 - **Coordinator Update:**
 - Nancy Gehrig reported much activity made to gain Sponsorships, with many contacts verbally being on-board. she will get the meeting dates of Minocqua's Rotary and Kiwanis Clubs so she can attend and talk to them on the status and plans of the Oneida County Fair, and where they could be of help.
 - Gehrig reported the K&M Carnival contract we received is not yet completed. It would be good to have an amount of tickets we could use for sponsorships, etc. Nancy will consider an addendum to the contract stating some arrangement for that.
 - Gehrig was asked that the Fair pay \$200 to Coyote Radio Station to cover advertising they provide. A motion was made by Seabloom to make the \$200 payment to Coyote for advertising, seconded by Platek. Motion carried.
5. **Beverage Garden Update:** Russ Fischer, head of the Tavern League, has agreed to take over the Beverage Garden for 2016. They will use both Miller and Budweiser products. A contract will be presented to them to run it for \$1500. It is hoped we will also get the usual \$1000 Sponsorship from them like we have gotten in the past.
6. **Pioneer Park Update:** Nancy Gehrig reported she attended the last Parks & Recreation meeting to gain information regarding the old hockey rink at Pioneer Park which the Fair has been using each year for animals, etc. Also attending the committee was a group who proposed having a baseball diamond built in place of the rink, using donor money they have for this cause. There were ideas and suggestions on how this ball diamond would be done and also be advantageous for the Fair to use. After discussion, it was agreed to go ahead with this proposal to tear down the rink and allow a baseball diamond to be built in its place. This proposal will now go to the City Council for approval. Also decided at that meeting was for the City to install lights along the walkways at Pioneer Park that were going to be taken down during the reconstruction of the downtown area this summer. This will be a great advantage during the Fair.

7. **New Fair Signage for the Park:** The Fair will have Office Max make some new signage this year to clarify rules for bringing pets to the Fair. We also will need bigger and better signage requesting donations to keep the Fair going.
8. **Attend Home Show on March 19:** Gehrig announced she will be manning a booth for Nicolet College during the Home Show. It was decided to also have a booth placed next to Nicolet's for the Fair to be decorated and manned by volunteers from 8-4:00 pm. Mary Freudenberg, Lynn Feldman and others volunteered to man the booth, hoping to acquire volunteers and exhibitors and ideas for the Fair. It was suggested we offer two certificates for a free Fish Fry dinner at the Fair for a drawing. Gehrig also will contact the Chamber to negotiate a discount for the \$80 entrance fee.
9. **Big Raffle Ticket Prizes Update:** Mary Freudenberg reported she acquired a one-minute Shopping Spree from Trigs for the raffle; McNaughton has agreed to provide two pieces of furniture. Other ideas suggested were to contact WalMart's website to apply, to check out the Pirate's Ship in Eagle River, a pool party at AmericInn Motel, other motel stays and weekend stays at resorts, etc.
10. **Entertainment Report:** Seabloom reported on the status of the entertainment so far:
- The country band Bear Creek will perform from 8-11 pm on Thursday night and David G will perform on the Village Green from 6-7:30 pm.
 - Blues/rock band Howard "Guitar" Luedtke & Blue Max will perform Friday from 8-11 pm and the New Dixie Ramblers will play from 4-7 pm during the Fish Fry on the Village Green stage.
 - Robert "One Man" Johnson will play Saturday from 1:00-3:30 pm. Then from 4-7 will be a Blues Band (yet to be determined) to go along with the theme of "Blues & Brisket". Rock band BOXKAR will perform from 8-11:00 pm.
 - Jim Pekol Polka Band will play on Sunday afternoon from 2-5:00. A noon gospel set has not yet been determined.
11. **Possible Fund Raisers:**
- Seabloom elaborated on the new fund raiser, Blues & Brisket on Saturday with meal provided by Chef Tom of CT's Deli, using the same concept and set-up as the Friday Fish Fry. This will be in conjunction with Blues music to create the theme of Blues & Brisket. Swearingen, Nancy Gehrig and Seabloom met again with Chef Tom and set up the details. It was agreed to hold it from 4-7:00 pm, at least for the first year to see how it goes. The meal will consist of brisket, baked beans, cole slaw and cornbread (or other bread). The charge would be \$9.50 for a one-size helping. Each meal will provide the Fair with a \$1.50 profit. A suggestion was made to name it CT's House of Blues & Brisket. The event will be served by volunteers from one of the local organizations, to be determined.
 - Nancy Gehrig will contact Culver's and also CT's Deli to arrange for the Fair to use their establishments for their one-night fundraiser plan they offer. She will try for one night in April and one in May.
 - Eades informed the committee that we have two dates saved for Trig's Brat Stand, June 10th and July 2nd.
12. **Strategic Planning Process:** Nothing to report at this time. Feldman said she will attend the March 13th Steering Committee and see if Kris Aschenbrenner can arrange for the City and County to get together and discuss concerns of the Fair with each other.
13. **Need Team Leaders For Different Areas:** A list was given out for committee members to sign up for Area Team Leader spots for 2016. More areas to consider are: magician in Family Land, Old School involvement with the Fair, Bob Brusoe and Old Cars Display, and Farmer's Market watermelon contest.
14. **Discuss New Event Ideas for 2016 Fair:** None were discussed.
15. **Other:** Aprelle Rawski called our attention to a contact she made with Diane's Embroideries in Rhinelander regarding new T-shirts for the Fair committee. She brought a sample T-shirt in a Carolina Blue color for the committee to discuss ideas and thoughts. The majority liked the idea of a new T-shirt in another color than orange and a few felt they had already just bought a new shirt last year and weren't sure they wanted to purchase another one again this year. It was suggested that our logo should be updated if we would purchase new ones. Diane's Embroideries offered to create a new similar logo for us to choose from as we discuss whether we will purchase new shirts. One advantage pointed out was Diane's was a local shop in town and would easily provide small orders as needed.
16. **Correspondence:** (Specifically addressed to Committee). None to report.
17. **Public Comment (3 minute limit):** None.

18. **Items of Discussion to be Included on Next Agenda:** Beverage Garden Update, Strategic Planning Progress, Chamber Annual Dinner, Entertainment, New Fund Raiser and other items to be provided at the next meeting .
19. **Date of Future Meeting:** Tuesday, April 5, 2016 at 5:30 pm at the UW-Extension conference room at the airport.
20. **Adjournment:** A motion was made by Eades, seconded by Platek, to adjourn the meeting. Motion carried. The meeting was adjourned at 7:15 pm.

Respectfully submitted by,
Theresa Seabloom, Secretary

Signed by President _____

Or Vice-President _____

Or 2nd Vice-President _____