

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
February 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 January Minutes
5. Liaison Report
6. Fairest of the Fairs
 - a. Future of the Program
7. 2022 Fair
 - a. Contracts/Events
 - b. Marketing
 - i. Radio Stations
 - c. Sponsorships
8. County Fair Research
9. Next Meeting
10. 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/86385909762?pwd=c2hLckUrM29pTUV1OFNVdzlPc1lrQT09>

Webinar/Meeting ID: 863 8590 9762

Passcode: 931183

Or by Phone:

Dial:1-312-626-6799

Deviation from the order shown may occur

Minutes of the Door County Fair Board
January 5th, 2022
County Board Room, Door County Government Center, Sturgeon Bay

1. Meeting was called to order at 6:04 pm by President Tom Ash. Those in attendance include: Dawn VandeVoort, John White, Sara Mueller, Thad Ash, Ken Pabich, Wayne Spritka, Roy Englebert, Nick Freimuth, Laura Vlies, and Aaron Ash. Steve Jennerjohn and Jeremy Schopf were not able to attend.
2. Thad moved to approve the agenda. John second. Motion carried.
3. Thad moved to approve the minutes. John second. Motion carried.
4. There was no liaison report.
5. Fairest of the fairs program: There has been no communication from Monica or Michaela Guillet in regards to convention or the future of the program. Thad will make another attempt to reach them to get details regarding convention. Laura had reached out to Claire Olson and she is still interested in being a part of the program in some capacity. Laura will go to convention and see what happens and if the Door County Fairest competes.
6. 2022 Fair:
 - Wednesday, Boogie and the Yo Yoz, 7:30 pm, \$7500
 - Thursday, Whiskey Ditch, 7:30, \$1800
 - Friday, Mustang Sally IN THE WORKS - approx. \$15500 when all said and done
 - Saturday, Vic Ferarri, \$8500
 - Sunday - still looking (\$2000 budgeted)
 - a. Contracts are in for the Pig and Ducks, Wood Carver and the Stock Cars. The racing team agreed to track prep for the motorcycles and their show for \$9750. Dock Dogs contract has not been received as of the meeting. AMA and the demo are still penciled in but waiting on contracts. All of those attractions come in around \$71725 and the budget allows for \$73400. Thad moved to go ahead with Mustang Sally as the Saturday act, even if it means we come in a little over budget for entertainment. John second. Motion carried.
 - b. Marketing: Nick presented his Let's Go Door County marketing package proposal for 2022. The cost would remain the same, at \$7200. The contract is the same as 2021 and he is open to new ideas going forward. Tom will work with the county to get the contract signed and adapted to their format. Thad moved to accept Nick's proposal as presented. Second by Aaron. Discussion continued. Videos with Nick could become part of sponsor incentives and tiers when they commit to a certain amount of sponsorship. Having set data about the number of people reached through Let's Go Door County could be a bargaining tool to encourage larger sponsorships. In October, his organization reached 2 million viewers on Facebook. The 2021 fair posts were seeing about 3,000-5,000 views each. Motion carried. Tom will reach out to the radio stations to see what kind of marketing packages they would be willing to offer for 2022.
 - c. Sponsorships: Laura talked about the work she has been doing with the sponsorship side of things. She sent out 200 letters reaching out to businesses to introduce herself and to start the sponsorship process. She is starting a database of contact through gmail, under the email dcfairsponsor@gmail.com. This will house contact information and be a central point to store information. She talked about her vision for larger scale sponsorships which included larger incentives like interviews on Let's Go Door County, named events, t-shirts, and advertisement. She created a mock up of a new sponsorship form (see attached). The group discussed the document and how user friendly it is, corrections to some of the business names, money allocations, and additional areas of sponsorship - like sponsoring a ride, sanitation stations, and events.

7. Other items presented include an inquiry from a community member about bringing back the leadline classes for the horses. Records show that these classes were removed in 2004, but there is uncertainty as to why. The board seemed open to reconsidering adding the classes with more research to be done about why it was initially removed. Ken mentioned he is going to start doing research on other county's fairs and how they are run. For the next meeting, board members can bring ideas of information and data they would like to see from other fairs as he prepares his research survey.
8. Next meeting will be February 2nd at 6 pm in the government center.
9. That moved to adjourn the meeting. Laura second. Motion carried. Meeting adjourned at 7:43 pm.

Respectfully,

Sara Mueller