



TOM ASH, President AARON ASH, Vice President
STEVE JENNERJOHN, Treasurer SARA MUELLER, Secretary
TIM ASH & JOHN WHITE, Members-at-Large
DAWN VANDEVOORT, Educational Liaison
THAD ASH & JEREMY SCHOPF, Development Coordinators
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150th Door County Fair July 28th - August 1st

Meeting of the Door County Fair Officers
May 19th, 2021
6:00 pm
County Board Room, Door County Government Center
421 Nebraska Street, Sturgeon Bay, WI 54235

1. Call to order
2. Establish a Quorum
3. Approve Agenda
4. Approve April Minutes
5. Liaison Report
6. Fairest of the Fairs
7. 2021 Fair
 - a. Contracts
 - b. Vendors
 - c. Sponsorships
 - d. Safety
 - e. Booster Buttons
 - f. Premium Lists
8. Next Meeting
9. Adjourn

Sara Mueller
Door County Fair Secretary

Deviation from the order shown may occur.

Meeting of the Door County Fair Board
April 21, 2021
Boardroom - Door County Government Center

1. The meeting was called to order by Tom Ash at 6:00 pm. Those in attendance were: Roy Englebert, Dawn VandeVoort, Sara Mueller, Ken Pabich, Tom Ash, Joanne Kurowski, Aaron Ash, Tim Ash, Dan Austead, Wayne Spritka, Thad Ash, John White, JJ Schopf, Steve Jennerjohn, Tim Knowels, Bryan Mazur, and Nick Freimuth.
2. Tim moved to approve the agenda. Second by Thad. Motion carried.
3. Thad moved to approve the March minutes. Second by John. Motion carried.
4. Marketing: Tim K and Bryan presented their proposal for DoorCountyDailyNews.com to advertise and cover the fair. They are looking to be a part of the 150th celebration and presented all of the ads, broadcasts, and on-site reports. Promotions will begin once buttons go on sale in June. Nick then presented on behalf of Let's Go Door County. He reflected on the virtual fair of 2020. For this year's fair, he talked about his plans for this year which include: advertising before and after the fair, live streams, MC bands on stage, showcasing sponsors, and traveling to attractions for footage. Tim A shared the proposals from the Paper Boy, WDOR, the Pulse, and the costs for printing. Upon discussion, it was determined that because of the big entertainment and big anniversary that there is room in the budget for the increased cost in advertising. Steve moved to approve the following, DoorCountyDailyNews package for \$3500, Let's Go Door County for \$7200, The Pulse for approx. \$790, WDOR Silver package for \$1950, The Paper Boy for \$375, and approximately \$640 for printing. Second made by Tim. Motion carried.
5. Joanne K presented the new designed website through the county. She is offering a training for the board to learn how to update the site. Dan suggested that the new site gets presented to the county board. A concern about the mobile site is being worked on and fixed.
6. Liaison Report: Roy confirmed that there will be no new gate going in this year. There needs to be more clarity in the vision before going forward. Thad asked who has the final say whether the fair goes on or not. The guidelines set by the CDC will be a big guide. Mask requirements will need to be very clear at entrances. Questions about showmanship classes and food vendors and masks were also mentioned but no final decisions were made.
7. Fairest of the Fairs: Their webpage has been updated. Any contestants should be sent Laura's way.
8. Contracts: All contracts are in except for the UW Badger Band. Tom worked with the fire chief to get approval for the fireworks. Spielbauer will work to help complete the insurance needed. If all goes through with the insurance, fireworks will be set off from the center of the track on Friday at dusk. Gate prices were discussed. Steve moved for the 2021 prices to be as follows: Booster Buttons \$18, daily passes \$7, and night passes on Thursday, Friday, and Saturday cost \$9 starting at 5:00 pm. Second by Thad. Motion carried. JJ has lots of vendors lined up. They will be placed out by the gate. Tim provided a list of secured sponsors. Safety: the barn set-ups will remain the same for 2021. Some discussion about spectators for shows, but that was tabled for June. Bathroom personnel need to be upped to 9:00 am each day (noon on Wednesday) and Saturday night needs to be extended to until midnight. Sanitation stations are still available to borrow from Brown County. Thad is looking into getting extra portapotties and hand washing stations.
9. Judges Compensation: Dawn created a document that divided the judges into different categories of pay based on the amount of time spent judging. Each judge will receive 2 booster buttons to promote them staying the whole day and even coming back another day. This is the scale that will be used this year.
10. Scholarship: There is no longer a scholarship.
11. Next meeting will be May 19th at 6:00 pm in the boardroom.
12. Steve moved to adjourn the meeting. Second by John. Motion carried. Meeting adjourned at 7:39 pm.