

Minutes of the Door County Fair Board

June 18th, 2019

Peninsula Room – Door County Government Center

1. The meeting was called to order at 6:32 pm by president Tom Ash. Those in attendance were, Tom Ash, Thad Ash, Steve Jennerjohn, Tim Ash, Sara Mueller, and John White. Not present were JJ Schopf and Dawn VandeVoort. Thad moved to approve the minutes and agenda. Second by Tim. Motion carried.
2. Fairest of the Fair report was sent out by email to the board. The tentative schedule for summer 2019 is:
 - June 15th Kick off to Summer
 - June 16th Kewaunee County Fair
 - July 7th Sevastopol Dairy Breakfast
 - July 13th Belgian Days
 - July 20th Cherry Delite Festival
 - July 25th St. Bay Sidewalk Sales
 - July 27th Carlsville Parade
 - July 31st – Aug. 4th DC Fair
 - Aug. 10th Shanty Days Parade
 - Aug. 17th Safe Kids Day
3. Contacts are all in. Keith Anderson is being replaced with Jason Michael Carroll as the national headlining act. Tweak will post the change on social media.
4. Tim distributed a list of sponsors for 2019. Sara will update the website with the up to day sponsors. Tim mentioned that numbers are a bit below last year, but there are still more coming in.
5. Advertising and marketing are going well. Tim has numbers in from Paperboy and Innovative. The movie theater ad has been nixed. Tim brought in the Door County Daily News radio marketing packages options to compare with Aaron's Y100 packages. Thad moved to accept the #2 advertising option with Y100 which is a total of 70 spots, will reach 78,000, and is an investment of \$2,100; #2 package with Door County Daily News which includes Moola T-shirt promo, 200 ad spots, Morning show on the grounds Wed, Thurs, Fri, for a cost of \$2176; a \$1200 budget for WDOR advertising; and all of the paper advertising that Tim has secured from Innovative and Paperboy. Second by Steve. Motion carried.

Horse location for drill team was discussed and there will be multiple options available for them. Straw supply is good for this year. Steve will secure golf carts. JJ called in to talk about vendor insurance. It was determined that indoor vendors need insurance too. Going forward, we will work with Grant to decide what types of vendors need the large insurance policies. JJ has many food options lined up for this year including Sonny's. We are waiting on contracts from Papa's BBQ, Yang Food Truck and Ed Wilson. Thea and her staff will be ready to work on July 22nd. Jr. Fair numbers will be ready at the next meeting.

6. Next meetings are scheduled for July 10th at 6:30 at the fairgrounds for the fair board. July 18th at 6:00 pm will be the stands and supers meeting at the fairgrounds.
7. Meeting adjourned at 7:48 pm. Motion by Steve, second by Thad. Motion Carried.

Respectfully Submitted,

Sara Mueller