

Pierce County Fair Committee Meeting
APPROVED MINUTES
Committee Members in County Board Room and via Zoom
124 N. Oak St., Ellsworth, WI
March 2, 2023 – 10:00am

Call to Order - The meeting was called to order by Committee Chair Bob Traynor at 10:00 a.m. Committee members present were Jim Ashbach, Daniel Puhmann, Kris Sampson, Dean Bergseng and Bob Traynor. Absent: Jerry Kosin Staff present: Jason Matthys, Greg Weaver, Matt Kelly and Liz Dietsche. Others present: Jack Hines and Ron Thompson

1a) Establish Quorum – Quorum established with all members in attendance.

1b) Public Comment –Matthys shared with the Committee that minutes from the August 2022 meeting will still need to be approved and there are some missing pieces of information that are needed to be collected in order to complete the draft minutes.

2. Establish and Adopt the Agenda – Motion by Bergseng/Puhmann to adopt the agenda as presented. Motion carried.

3. Approve minutes of the January 26, 2023 meeting – Motion by Puhmann/Sampson to approve the minutes. Motion carried.

4. Discuss/take action Fair event entertainment – Dietsche explained that there are 3 additional options for the Committee to consider adding for the 2023 Fair. Musical groups Phil and the Blanks and Darlene and the Boys. Additionally, Dietsche reported that she had spoken with some vendors about continuing to have the fireworks display considering the noise and animals. Some vendors felt that the fireworks do help keep people on the grounds a little longer and is beneficial for vendor traffic. Committee discussed pros and cons of keeping the fireworks considering the cost. Motion by Puhmann/Sampson to approve the musical groups as presented as well as to continue fireworks for 2023. Motion carried.

5. Discuss/take action to recommend forming a historical display committee– Bergseng reported that he and others have an interest in preserving the history of the Fair and 4H so that others could benefit from viewing such history for years to come. He had spoken with the Pierce County Historical Society about converting old photos and memorabilia to a digital format. He further suggested that this information could be displayed on flat screen TVs as a slideshow at the Fairgrounds, particularly during the Fair. Jack Hines indicated that he along with the Friends of the Fair would be willing to help with fundraising for this effort but would prefer to have a detailed cost and equipment list for this project. Committee directed to have a cost put together for flat screen TVs, mounting and any other misc. costs for consideration at the next meeting. No action taken

6. Fair Manager Report:

A) Financials: year to date. Dietsche provided explanation of budgetary transactions so far this year. No action taken

B) Consumer Protection Program. Dietsche reported that she, M. Kelly and A. Plahn met with the International Association of Fairs for a review of the Fairgrounds. Additional signage was suggested as a safety mitigation measure to help prevent illness and disease. No action taken

C) Meeting with 4H and Extension. Dietsche explained that a meeting took place on Feb. 14th with members of Extension, 4H and the Fair. The meeting was productive and resulted in further follow up meetings between Liz and April(4H) to delineate the programs and responsibilities of both offices. No action taken

D) Online entry system progress. Dietsche said that the online entry system continues to be a work in progress. No action taken

E) Fireworks. This matter had been previously discussed under #4 above.

F) Cat Superintendent. The Cat Superintendent has indicated that they will likely not continue in 2023 and with consideration of 30 children participating this area it is suggested that we work to find an alternate/replacement Superintendent. No action taken

G) Fair Mission Statement. Dietsche read the current mission statement of the Fair Department for the Committee's awareness. No suggested revisions and no action taken.

H) Miscellaneous. Dietsche offered that they will also be looking for a ticketing supervisor for the 2023 Fair. She provided a short recap of her recent attendance to the Fair Convention and that she did learn of a monster truck promoter which may prove to be a possible event in the future.

7. Discuss/take action on food stand and commercial vendor space pricing. Dietsche explained that based on her review of these prices, they have historically increased by 4% per year. However, she would like the Committee's input with regard to the increase and whether or not this matter should be addressed annually. Motion by Sampson/Puhrmann to approve the food stand and commercial vendor space pricing by 4% for 2023 as presented. Motion carried.

8. Chris Kroeze Concert:

Location) Dietsche shared that since this matter was discussed previously and the direction was to rent a large tent, chairs, etc., she and M. Kelly had discussed the staff time that might take to assemble/disassemble and it may be worth considering the use of the Grandstand instead. Additionally, Kroeze concerts typically generate between 1,500 and 2,000 attendees. Committee agreed and directed Dietsche to move forward with such a plan.

Sponsor packet) Dietsche explained that each year the Fair staff solicit sponsors for the Pre Fair entertainment and provided the Supervisors with packets to assist in distributing to local businesses for consideration.

9. Future agenda items: Project to preserve the history of the Fair/4H, Chris Kroeze concert.

7. Next meeting date: Tuesday, April 4, 2023; 9AM County Board Room.

8. Adjourn: Motion by Sampson/Bergseng to adjourn the meeting at 11:23AM. Motion carried