

**DOOR**  **COUNTY**  
**FAIR**  
**ESTABLISHED 1871**

TOM ASH, President      THAD ASH, Vice President  
STEVE JENNERJOHN, Treasurer      SARA MUELLER, Secretary  
TIM ASH & JOHN WHITE, Members-at-Large  
DAWN VANDEVOORT, Educational Liaison  
AARON ASH & JEREMY SCHOPF, Development Coordinators  
421 Nebraska Street, Sturgeon Bay, WI 54235  
[www.doorcountyfair.com](http://www.doorcountyfair.com)      [dcfairinfo@gmail.com](mailto:dcfairinfo@gmail.com)  
**July 29 – August 2, 2020**

Meeting of the Door County Fair Officers

January 22<sup>nd</sup>, 2020

6:00 pm

Chambers 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 December Minutes
5. Fairest of the Fairs
6. Contracts/Attractions
  - a. Music
  - b. Grandstands
  - c. Vendors
  - d. Other
7. Sponsorships
8. Premium List
  - a. Changes
9. Future Fair Funding
  - a. Stage
  - b. Post 5-Year Plan
10. 2021 Fair
11. Next Meeting
12. Adjourn

Sara Mueller  
Door County Fair Secretary

*Deviation from the order shown may occur.*

## Minutes of the Door County Fair Board

December 19, 2019

Chambers Room – Door County Government Center

1. The meeting was called to order at 6:30pm by president, Tom Ash. Those in attendance were: Tom Ash, John White, Thad Ash, Aaron Ash, Tim Ash, JJ Schopf, Sara Mueller, Dawn VandeVoort, Roy Englebert, Randy Halstead, Steve Jennerjohn, and Nick Freimuth.
2. A motion was made by Steve to approve the minutes from October and the agenda for the meeting. Seconded by Thad. Motion carried.
3. The first contract discussed was presented by Nick Freimuth of Let's Go Door County. Nick proposed a year-round advertising plan that would include Facebook posts and LIVE, Instagram, YouTube, Emcee/Announcer, Interactive Facebook contests, and live on premise interactions. He shared his experience in the advertising and radio industry. Nick provided a timeline with a layout of postings throughout the year. Some concerns in going with Let's Go Door County were the loss of website designer. Thad moved to accept Let's Go Door County's proposal for \$6,600 for the 2020 Fair, and for the Fair to seek out a new website designer contract. Second by Tim. Motion carries. Stock cars are set for Thursday night, motorcycles on Saturday, and the demo derby on Sunday. Wood carver and pig and ducks are set. We are still in need of \$3000 -\$5000 midway show, so those attending convention will keep an eye out for an act. Steve will work on reserving a block of hotel rooms for anything we might need during the week of the fair. Ideas of additional attractions for the end near the Jr. Fair building were discussed. As far as music, we are still looking into local acts to fill the open days. Tom is still working with Dan from the carnival for musical acts, but nothing has been finalized. Tractor Supply asked about buckets or shavings. John will check into our supply of shavings.
4. Tom talked about the annual meeting with the County Board. Things went well, and the board approved the budget. Going forward, there will be 2 Parks and Facility members attending the Fair Board meetings to keep communication open as the 5 year plan comes to an end, and the 150<sup>th</sup> fair draws near. We will need to start planning for the 150<sup>th</sup> and essentially plan the 2020 and 2021 fair side by side to ensure we are prepared for the big celebration. Ideas for 150<sup>th</sup> fair should be brought to the next meeting for discussion.
5. Fairest of the Fairs budget will be sent out after the 1<sup>st</sup> of the year.
6. Future fair funding – for the next meeting we will look at the past 5 years to determine the point of funding we need to maintain a fair following the 2021 fair. In looking at the cost of stage rental, it seems practical to make building a stage an idea for a capital project for the fair grounds. Tom will speak to Wayne about the needs of the stage and will be discussed following that conversation.
7. The next meeting will be on January 22<sup>nd</sup> at 6:00pm at the government center. Thad moved to approve the meeting and Steve seconded. Motion carried. Meeting adjourned at 7:36pm.

Respectfully Submitted,

Sara Mueller

DC Fair Secretary