

Langlade County Fairgrounds Promotional Committee Minutes

Date of Meeting: August 20, 2014 at 4:30 p.m.

Place: Conference Room, Forestry Office, Fairgrounds

Members Present: Chairman Bob Benishek, Angie Close, Shane Lund, Jeff Zalewski & Rhonda Klement

Members Absent: None

Others Present: Robin Stowe, Gary Olsen, Dennis Mattmiller, Julie Webb, Ann Boshan, and Pam Jankowski

Agenda Item #1 Call the Meeting to Order: The meeting was called to order by Chairman Bob Benishek at 4:30 p.m., in the Conference Room, Forestry Office.

Agenda Item #2 Pledge of Allegiance: The Pledge of Allegiance was recited.

Agenda Item #3 Approve the Minutes of the June 12, 2014 meeting: Motion by Jeff Zalewski to approve the minutes of the June 12, 2014 meeting, Seconded by Shane Lund all ayes, Motion carried.

Agenda Item #4 Budget Update: Gary Olsen discussed the Fairgrounds Budget with the Committee. They are within budget for 2014.

- a. **Discuss Revenue Account:** Excess revenue is set aside and can be used for improvements on the grounds. This Committee can recommend to the Public Property Committee revenue they would like “earmarked” for a certain expenses. The Public Property Committee controls the spending for the Fairgrounds and unless they know what is planned for the future the funds can be approved for other items on the grounds from the revenue account. This item will be discussed at the October Public Property meeting.

Agenda Item #5 Fundraising – Livestock Pavilion: Dennis Mattmiller and Ann Boshan updated the Committee on the fund raising efforts for the Livestock Pavilion. They are having more donor signs made and estimate the total cost of these signs to be \$3-5,000. Crocker Kids are once again opening the food stand and working the Flea Market over Labor Day weekend to raise money for these signs. Mattmiller stated they have a few contractor bills to pay with donated funds and their goal is to have those paid by the end of this year. Discussion presented regarding selling “blocks” in the Pavilion to raise funds. Interested persons could “purchase” a block and have a plaque placed on it such as their family name or achievements in 4-H etc. Dennis and Ann were advised that the approval of the Public Property Committee (or the County

Maintenance Director) is required prior to making any improvements to the Pavilion or to the areas/grounds immediately adjacent to the Pavilion.

Agenda Item #6 Controlling underage drinking at events: Julie Webb, representing Action Alliance and Langlade Health Coalition Substance Team presented information to the Committee regarding a recent survey of how alcohol is served at different public events throughout the County and shared information regarding available options to ensure the underage and intoxicated individuals are not served alcohol. Some suggestions for ways of preventing underage drinking at Community Festivals were wristbands or fenced-in areas. It is recommended that bartenders also receive training in carding patrons and not serving already intoxicated individuals. These guidelines and suggestions mostly pertain to the issuance of Class B licenses that are typically issued to social clubs when selling alcohol at public events (i.e., for events at the fairgrounds). It was suggested Julie share this information with the City who is responsible for the issuance of these licenses, and also to the social clubs that typically receive the Class B licenses.

Agenda Item #7 Discuss Hollywood Motorsports Invoice: Rick Harrington from Hollywood Motorsports requested (via telephone conference) reconsideration of the bill for his event in May. In the past, Rick had been charged the fee for “non-profit” status. Effective the first of this year, the Committee requires proof of “non-profit” status. Rick does not dispute that Hollywood Motorsports is a “for profit” organization, but asks for consideration of lower fees since he has arrangements with local non-profit organizations for assistance in hosting this event. The Committee does not wish to deviate from the new policy used to determine non-profit status. However, the Committee will offer Mr. Harrington a 1-day rental credit in 2015. The Committee also noted that if a non-profit organization co-sponsors an event with a for-profit organization, then the non-profit fee will apply. Motion by Rhonda Klement to advise Mr. Harrington that he will have to pay his current invoice according to the Policy and he will be given a 1-day rental credit in 2015, Seconded by Shane Lund, all ayes, motion carried.

Agenda Item #8 Events: Pam Jankowski updated the Committee on past and upcoming events.

Rhonda stated that the track needed a lot of work for her to get it ready for the Sprint Car Races at the Fair. Her promoter contacted her regarding the weeds and condition of the track and was very concerned. Maintenance had sprayed the weeds after this occurred. She suggested the weeds be taken care of not only in the Spring but in the Summer also to make sure the track looks ready to use and not deter a promoter from holding a race here. Nate Heuss will be invited to the next meeting to discuss the track conditions with the Committee.

Agenda Item #9 Fairgrounds Use Policy:

- a. **Recommendations to Public Property regarding Alcohol Riders and Motorized Racing Riders:** Most organizations get a Class B license to serve alcohol at an event. A general liability insurance policy does not include alcohol, and therefore a specific insurance policy or insurance rider covering the furnishing of alcohol is needed. Currently, event hosts are required to have and maintain insurance that covers all their activities at the fairgrounds,

but the filing of proof of insurance for alcohol is not required. Although alcohol insurance can be expensive and difficult to obtain, the County does have a list of resources available to event hosts. At this time, we will advise a user of their responsibilities and let them know that they could be held personally liable by not having the insurance for alcohol related injuries. Proof of insurance for motorized racing events is required prior to hosting any racing events.

- b. **Winter Livestock Pavilion Storage Lease update:** The Public Property Committee approved Winter Storage in the Livestock Pavilion from November 1 – April 15 each year. The cost will be \$11.00 per linear foot for the term of the lease, (approximately 5.5 months). This is ready to be advertised. Information only.
- c. **Any other Policy Considerations:** None at this time.

Agenda Item #10 Old Business:

- a. **Discuss Priority list of needs for Fairgrounds:** On behalf of the Committee, Robin Stowe will be contacting the local tribes to see if we could enter into an MOU for gaming revenues to finance improvements at the County fairgrounds, as we share a common interest to attract visitors to events in our communities and there exists possibilities for cross-promotion of events. Angie Close expressed interest in earmarking funds for a dump station for campers on the grounds as being a number one priority. Jeff Zalewski makes a motion to earmark funds for a dump station, Seconded by Angie, all ayes, motion carried. This earmarking request will be submitted to the Public Property Committee for its consideration.
- b. **Apple Valley Landscaping donation update:** Rhonda has been discussing landscaping with Nate Heuss and is working with Apple Valley Landscaping. They would like to donate landscape around the Livestock Pavilion and also under the Marquee sign. Apple Valley's only request is that they are able to put signs up advertising their business.
- c. **Update on Dump Station for Campers:** Previously discussed on Item #10a
- d. **Portable Lighting for overflow parking:** The Public Property Committee would like to see more usage before funding lighting in that lot.

Agenda Item #11 New Business:

- a. **Discuss feasibility of funding School House Repairs & future of the Building:** This was discussed by the Public Property Committee and the building is in need of repair. In the past, the County has borne the financial

responsibility for repairs, although to date, no one can find any documentation which obligates the County to do so. Given the limited usage of the building and the potential costs of repairs, the Public Property Committee is considering what it should do with this building. The Committees would like to see more “usage” of this building to warrant upkeep.

Agenda Item #12 Marketing Update:

- a. **Kiosk and Ag Tourism Liability Law:** Angie would like to purchase a Kiosk to supply information to visitors. The cost is approximately \$88.00. This would be placed on the outside of the Multi-Purpose Building. Motion to recommend the purchase of a Kiosk to Public Property by Angie, Seconded by Zalewski, all ayes motion carried.

Ag Tourism Liability Law: Governor Walker signed an Ag-Tourism Limited Liability Law which allows farmers, county fairs, festivals and special ag-tourism events to have public visits on their property for recreational opportunities and educational tours which places limits on liability for persons offering Agricultural Tourism Activities. As long as signs are posted regarding potential hazards and risks, this law is effective. For more information go to the Wisconsin Agricultural Tourism Association’s website.

Agenda Item #13 Next Meeting: The next meeting is scheduled for September 24, 2014 at 4:30 p.m. at the Forestry Office Conference Room.

Agenda Item #14 Adjournment: Motion by Angie, Seconded by Shane to adjourn at 7:00 p.m. all ayes, Motion carried.

Respectfully submitted,

Pamela Jankowski
Recording Secretary