

Langlade County Fairgrounds Promotional Committee Minutes

Date of Meeting: December 17, 2014 at 4:30 p.m.

Place: Conference Room, Forestry Office, Fairgrounds

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

Members Absent:

Others Present: Robin Stowe, Deena Grabowsky, 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 November 19, 2014 meeting: Motion by Angie Close to approve the previous meeting minutes, Seconded by Jeff Zalewski, all ayes, Motion carried.

Agenda Item #4 Discuss Marketing ideas with Antigo Chamber of Commerce:

Deena Grabowsky from the Antigo/Langlade County Chamber of Commerce stated the events she holds at the Fairgrounds have gone very well. They have Oktoberfest and Customer Appreciation annually. Grabowsky stressed how wonderful and helpful the Maintenance Staff is to work with. Ideas and suggestions presented regarding finding exclusive events to come to the Fairgrounds. Minnesota has a Potato Fest that is an option to look into and see if that is something we would like to research and organize for Antigo. Tourism grants are available for starting up events or expanding an event and can be applied for.

Agenda Item #5 Discuss waiving of fees by the City:

Discussion presented regarding the City waiving fees for events. The City routinely waives fees for hosting events at City-owned facilities; although there remain some questions regarding whether this practice only applies to non-profit groups. Unlike the budget for the County fairgrounds, the City does not rely on event revenues in their park and recreation budget. Revenue generated by the County which exceeds the amount included in the budget, is used exclusively for improvements to the fairgrounds. The condition of the facilities at the County fairgrounds is second to none and the Committee will focus its efforts on attracting larger events which our facilities are ideally suited to accommodate. The Committee discussed the possibility of putting together an attractive package (which may include fee waivers or reduced rates) in order to bring larger events to the fairgrounds with a multiple year commitment.

Agenda Item #6 Use of the Fairgrounds as an Emergency Staging Area: Wisconsin Public Service (WPS) is requesting to locate base camps throughout the service territory in case of a

major catastrophic event. WPS would need an area to store poles, wire, and equipment to restore power. They would like to use the Fairgrounds in the event this ever occurred. This item is currently under consideration by the Public Property Committee. Information only.

Agenda Item #7 Update on funding from the Fairgrounds improvements from Gaming revenues: Stowe stated a meeting was scheduled regarding our application for gaming revenues and cancelled because the County was unable at this time to provide the type of detailed plans for fairgrounds improvements (i.e., specifications, budget, terms of an MOU, etc.) that the Tribe requested. Once these details are available for specific fairgrounds improvements, then Stowe will resubmit our funding requests to neighboring Tribes for their consideration.

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

Agenda Item #9 Old Business: Rhonda Klement advised the Committee that Apple Valley Landscaping is still planning on donating landscaping services to the County.

Dump Station is being discussed at Public Property and this will continue to be one of the priority projects for 2015.

Agenda Item #10 New Business: Lincoln County is in the process of completing a feasibility study at their Fairgrounds. They are trying to decide if they should build a new grandstand that was destroyed in a recent tornado or whether to construct some other type of improvement like a multi-purpose building. Robin will obtain a copy of this feasibility study once it is completed. To the extent that this study also includes information on what types of event and activities will likely be taking place at County fairgrounds in the future, then this information would assist the Committee in recommending changes to types of facilities that currently exist at our fairgrounds.

Agenda Item #11 Marketing Update: Angie will take our brochures to the Green Bay Camping show that is taking place in January. She will be attending various other shows that she will make the brochure available. Facebook campaigns were discussed as another way to market the Fairgrounds.

Agenda Item #12 Next Meeting: The next meeting is scheduled for January 21, 2014 at 4:30 p.m. at the Forestry Office Conference Room.

Agenda Item #13 Adjournment: Motion by Shane Lund, Seconded by Angie Close, to adjourn at 5:55 p.m. all ayes, Motion carried.

Respectfully submitted,

Pamela Jankowski
Recording Secretary

