

## **Langlade County Fairgrounds Promotional Committee Minutes**

**Date of Meeting:** February 15, 2017 at 4:30 p.m.

**Place:** Conference Room, Forestry Office, Fairgrounds

**Members Present:** Chairman Bob Benishek, Rhonda Klement, Angie Close, Shane Lund.

**Members Absent:** Jack Anderson

**Others Present:** Brad Royce, Emily Doucette, Robin Stowe and Pam Jankowski.

**Agenda Item #1 Call the Meeting to Order:** The meeting was called to order by Chairman Bob Benishek at 4:38 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 January 18, 2017 meeting:** Motion to approve the minutes by Shane Lund, Seconded by Rhonda Klement, all ayes, Motion carried.

**Agenda Item #4 Recognition of others present and public comments on agenda items or to request an item be added to a future agenda:** Robin Stowe requested the Sanitation Policy be put back on the next Agenda.

**Agenda Item # 5 Discuss possible renovations of the racetrack:** Discussion presented on the possibility of reducing the racetrack to a 3/8 mile track. Brad Royce added that a 3/8 track has more popularity than a 1/2 mile track which is what the track is currently. Jim Fleischman is available for input and would like to be involved in the renovations. JP Remington has indicated that he has ideas to promote the track and has equipment available for track preparations. Information has come to light that racing promoters may have been misled into thinking the track is still under control of another organization. This is not the case; the track is available to anyone interested in hosting racing events. The Committee will be issuing a press release regarding ownership of the track and to invite promoters and racing enthusiasts to host their events here. This item will be put on the Public Property Agenda to further discuss reducing the size of the track.

Brad Royce has been involved in Stock Car Racing for many years. Due to the past events regarding the stock car racing, many promoters and racers don't have the desire to return to our track. He would like to see racing here again and thought that getting the word out that this track is under the control of the County and no one else would be advantageous. He suggested if they do get racing back here on a regular basis that having restrooms and water back in the pits would be an improvement.

**Agenda Item #6 Overnight horse camping:** Emily Doucette presented the idea of overnight horse camping. People who travel long distances sometimes need to have an overnight rest stop. She suggested the Fairgrounds be one of those stops. The horse barn would be utilized as well as bringing in revenue. This would be a self registration system. Basically the only issue would be disposal of manure. She also suggested we be listed on websites as an "Overnight Horse Camping" facility. Motion by Lund to allow Overnight Horse Camping and to create a policy, Seconded by Klement, all ayes, Motion carried.

**Agenda Item # 7 Update on funding additions to the Fairgrounds for overnight camping:** The Public Property Committee has approved setting aside \$5,000 for the Fairgrounds Promotional Committee to fund the Fairgrounds Overnight Camping Project.

**Agenda Item #8 Memorandum – Summary of duties and responsibilities of the Fairgrounds Promotional Committee:** A joint meeting of the Public Property and the Fairgrounds Promotional Committees will be scheduled to discuss and clarify the duties and responsibilities of the FPC. The Public Property Committee members will be invited to attend the FPC meeting in March.

**Agenda Item #9 Discuss creating a long range plan for Fairgrounds:** Benishek would like the Clover Room “enhanced” to be more appealing to users. He also would like to obtain the adjoining Krueger property. Expanding the Forestry Office conference room is also being discussed for having future County Board meetings at that location.

- a. **Update on Meeting with Menominee Tribe:** Shaughn Novy’s presentation went very well. An indoor horse arena was the topic of discussion and Tribal funding was requested to be considered.

**Agenda Item #10 Discuss press release for the Newspaper:** Robin had previously drafted a Press Release looking for public input on a long term plan for the Fairgrounds. This will be discussed further and added to the Agenda for March.

**Agenda Item #11 Review and Discuss Overnight Camping Policies:** The Committee would like to move forward with getting the kiosk built, signage needed and products purchased for the self registration system. Jankowski provided information on costs and samples of signage and needed products. Erik Rantala, Tom Lazars and Nate Heuss will be consulted regarding design and placement. Motion by Lund, Seconded by Close to order the materials needed to move forward with getting the supplies needed for this project, all ayes, Motion carried.

**Agenda Item #12 New Business:** Discussion presented regarding “Private” event/party rental rates. At this time we are using the “Non-profit organizations” rate which is what will continue.

The Clover Room has been on the County Facility Use Policy as an available meeting room. This has caused some confusion as to whether the room is being used for an Event (under the rules of the Fairgrounds Event Schedule) or as a Meeting Room (under the rules of the Facility Use Policy). A suggestion was made to remove the Clover Room from the list of available County meeting rooms. This will be put on the Public Property Agenda in March.

Stowe shared information regarding “carry-ins” of alcohol on the grounds. Carry-ins should never be allowed at a public event.

Stowe briefly went over the new Sanitation Policy that has been discussed with Ron Barger. This is to be presented next month for review and approval.

Lund stated a new event may be coming this summer hosted by an ATV Club. Details will be presented at a later time.

**Agenda Item #13 Old Business:**

- a. **Antique Show – Future event:** Benishek has been in phone contact with a potential user to bring this event to Langlade County.
- b. **Obtaining Portable Lighting:** Looking for avenues to obtain this.
- c. **State Rabbit Show:** Information received from the Finance Department regarding a delinquent invoice was discussed.
- d. **Beef Show:** This event will not take place in 2017.
- e. **Antigo Car Show:** Public complaint received regarding trophies not received. The contact information was given out for the Lease Holder of the event.

**Agenda Item #14 Marketing Update:** Close updated the Committee on the status of the GEM (Grant and Essential Management Services) grant that has been applied for on the Northwood's Triple Crown event.

**Agenda Item #15 Next Meeting:** The next meeting is scheduled for March 22, 2017 at 4:30 p.m. at the Forestry Office Conference Room.

**Agenda Item #16 Adjournment:** Motion by Lund, Seconded by Close, to adjourn at 6:38 p.m. all ayes, Motion carried.

Respectfully submitted,

Pamela Jankowski  
Recording Secretary