

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

**Date of Meeting:** September 24, 2014 at 4:30 p.m.

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

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

**Members Absent:** Angie Close

**Others Present:** 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 August 20, 2014 meeting:** Motion by Shane Lund to approve the minutes of the August 20, 2014 meeting, Seconded by Jeff Zalewski, all ayes, Motion carried.

**Agenda Item #4 Fairgrounds Use Policy:**

- a. **Winter Livestock Pavilion Storage Lease update:** Pam Jankowski updated the Committee regarding interest in the new storage policy. Several inquiries came in to lease the Pavilion over the winter. Many requests came from RV owners but the Pavilion cannot store vehicles with internal combustion engines unless appropriate ventilation is added.
- b. **Discuss a camping “site” fee for small groups.** Discussion was presented regarding setting a “site” fee for small camping groups. After actually calculating out the fees involved; a 15 site group with the use of the restrooms would only approximately calculate out to be \$27.00 per night. No site fee is set at this time.
- c. **Any other Policy Considerations:** None

**Agenda Item #5 Events Update:** Pam Jankowski updated the Committee on past and upcoming events.

Rhonda Klement stated that the Wi-Fi was not working properly for the Fair. We have had other event users that were not satisfied with this service. Cirrinity is our carrier and they will be invited to our next meeting to discuss their services.

**Agenda Item #6 Old Business:**

- a. **Discuss Priority list of needs for Fairgrounds:** Dump Station funds have been set aside as approved by the Public Property Committee. Additional restrooms on the grounds were suggested by Bob Benishek. Lighting in the overflow parking area was discussed and the Committee will check into having the user “rent” portable lighting if needed. This parking lot is only used during the Fair at this point; therefore, until more “use” is established, the County does not want to permanently put lighting in this area. Robin Stowe will contact the tribes again this year to see if we can enter into an MOU for funding fairgrounds improvement projects from Net Gaming Revenues.
- b. **Apple Valley Landscaping donation update:** Apple Valley has agreed to donate landscaping services and materials around the Livestock Pavilion and under the Marquee Sign by the highway. Due to the weather we have been experiencing, this project will be pushed to the Spring of 2015. Any landscaping must first be approved by Nate Heuss.
- c. **Update on Dump Station for Campers:** Benishek suggested signage for the Dump Station along Hwy. 45 so it can be utilized by the public. He provided information that this idea would go over very well due to not having very many dump sites in our surrounding area. He also discussed overnight RV/Camper parking on the grounds as a possibility to increase revenue. Information only.
- d. **Update on School House:** Benishek reviewed the School House discussions from the last Public Property Meeting. This Committee is to provide a list of possible uses to market this building. Suggestions were to open this up for the elementary schools and allow them an educational field day or possibly family reunions or gatherings. This item will be on the October Agenda and the Retired Educators Association representatives will be invited to attend.

**Agenda Item #7 New Business:**

- a. **Discuss contracting with a person to provide promoting services for Fairgrounds events:** Benishek stated that he and members of the County Board have discussed hiring a Fairgrounds Promoter for marketing purposes. Robin stated this would be an independent contractor paid on commission basis. This will be on the October Agenda to discuss the pros and cons of this concept.

**Agenda Item #8 Marketing Update:** Discussion was presented regarding the events taking place at the Peaceful Valley Park. Members of the Committee have been approached with questions as to why these events are not taking place at the Fairgrounds. The Committee encourages anyone interested in hosting an event in our community to consider using the County Fairgrounds. The Committee takes great pride in the quality of the buildings and grounds and has taken many steps to make the experience of hosting an event at the fairgrounds much more user-friendly, including reducing rental rates. It is the Committee's understanding that the City has agreed to waive its rates for certain events, such as the recent events at Peaceful Valley Park. This Committee is not authorized to simply waive fees to the use of the Fairgrounds, but has been willing to discuss options with event hosts to further reduce their costs and to address any other needs that they may have in hosting events at the Fairgrounds. The Committee recognizes that event hosts are free to select from many other venues available in our community to host public events. Simply because a group chooses to host their event at a new venue should not imply there is something wrong with all other possible venues for the event.

**Agenda Item #9 Next Meeting:** The next meeting is scheduled for October 21, 2014 at 4:30 p.m. at the Forestry Office Conference Room.

**Agenda Item #10 Adjournment:** Motion by Zalewski, Seconded by Klement to adjourn at 6:17 p.m. all ayes, Motion carried.

Respectfully submitted,

Pamela Jankowski  
Recording Secretary