

**COMMITTEE:** Oneida County Fair Planning Team

**PLACE:** Curran Professional Building  
Oneida Avenue

**DATE:** Thursday, July 1, 2010

**TIME:** 6:00 p.m.

**Roll call.** Patricia Broukal, Cindy Eckardt, Nancy Gehrig, Lisa Kuczmariski, Craig Mandli, Denise Rheume-Brand, Theresa Seabloom, Jenny Talley, Freda Waalkens, Tina Werres, Melanie Ostermann. Excused absence of City Administrator Bill Bell was noted.

**Others present:** Barry Eckardt, Tom Swearingen, Greg Berard, Daniel Kuzlik (representing County Extension Committee), and Jim Lillis (representing Media concerns).

Melanie Ostermann has accepted the remaining hours of Nancy Lillis and will now be the Fair Secretary – LTE Position. She was introduced and welcomed.

**Call to order and President's announcements.** The meeting was called to order by Vice Chairman Craig Mandli at 6:00 p.m. The meeting has been properly noticed and the facility is handicap accessible.

No announcements were made at this time.

**Approve agenda.** Motion by Cindy Eckardt with the change of agenda order to discuss the sound tent proposal moved to top of agenda. The motion was seconded by Freda Waalkens. Motion carried with all ayes.

**Approve minutes:** Discussion regarding the proposal as stated in minutes was initiated by Jenny Talley. She believed the proposed contract was a 3 year contract with 2 years automatic renewal. It was discussed to approve the contract as it was written. Motion made by Freda Waalkens to approve the Oneida County Fair Planning Team minutes of June 10, 2010 as presented, with the amended notation that the minutes should have been written as a 3 year agreement with a 1 year extension clause for 2 more years, renewable at 1 year at a time, but for the same price. The motion was seconded by Nancy Gehrig. Lisa Kuczmariski abstained from voting as she was not present at the meeting being discussed. Motion carried with all ayes.

**Coordinator's Announcement:** Tina Werres recognized death of Pat Dineen, June 20, 2010. Craig Mandli has stepped up to fill the position as President at this meeting. She noted that both Mark Gutteter and Dave Hibbard have stepped up to replace Pat Dineen responsibilities regarding the beverage and soda sales. Mike Michalak of NorthPro Video LLC was provided Pat's computer by his family. Mike will download any files needed by the fair committee. Mike Michalak has also graciously stepped up to assist in any media negotiations that Pat Dineen was handling. Tom Swearingen has picked up the signage concerns that Pat was handling and both Cindy and Barry Eckardt have taken over the responsibilities for the July 4<sup>th</sup> parade. Tina said that Pat also handled the Facebook and Twitter needs of the committee, and at that, Jenny Talley volunteered to undertake those responsibilities. Acknowledgement was made by several members indicating the void Pat's death has left in the proceedings, and how he will be missed.

**Sound/Tent Proposal:** For the most part discussion centered on the proposed sound system offered by Jim Lillis and the use of a 40' X 100' tent. Jim Lillis opened the discussion expressing his frustration regarding the status of his proposal. He believes that Tom Rudolph received misinformation

regarding the proposal and stopped negotiations. Mr. Lillis believes he has been treated unfairly and that he has a valid contract with the fair for his services and tent proposal. Craig Mandli pointed to a sentence in the June 10, 2010 minutes that stated the contract was "contingent upon Corporation Counsel Review and approval, in addition to Country Ag & Extension Committee approval."

Dan Kuzlik gave a brief synopsis of the structure of checks and balances of the fair committee as it relates to contracts and approval of expenditures. To summarize, all expenditures (i.e. all costs and invoices) of the committee must be approved by the county board. When contracts are involved the contract is sent to Corporation Counsel, who reviews the proposed contract, and states an opinion as to acceptance or rejection. This recommendation is then given to the county chair to be put on the agenda and a vote taken. Dan Kuzlik acts as a liaison between the County Board, the Extension office, and the Fair Committee. The County Board considers both Corporation Counsel's recommendation and Mr. Kuzlik's recommendation and members vote to accept or reject what has been offered for consideration. The Oneida County Fair Planning Team is not a governmental team. It is a group of volunteers who work as a team to provide assistance toward a common goal. The two "county employees" who participate are the Fair Coordinator and the Fair Secretary -- neither have voting privileges. This team is made up of individuals whose recommendations are then passed on to the Ag Committee. Our recommendations are passed on as proposals to Corporation Counsel and the County Board. The county officials have authority to spend available monetary funds as they determine by committee vote. The proposal must go through all proper procedures, before it becomes a legal and binding contract. The Oneida County Fair Planning Team does not have the authority to write a contract, nor are funds available without approval from the Oneida County board.

Dan pointed out the value of Mr. Lillis's contract over 5 years amounts to \$35,981.25. His contract provides for audio sound reinforcement services and the use of a tent. He believes the Fair Committee neither wants nor needs the sound services, so the only value of the contract is the use of the tent being offered.

Dan Kuzlik then offered his opinion that the sound system as proposed is not of value to the fair at this time. He stated there is a need for the 40' x 100' tent at this time, but he could not recommend the approval of the contract as written in the proposal. He stated he believes the fair does not require the sophistication of the services or the sound equipment as proposed, and is uncertain if such a contract is actually desired by the committee. Mr. Kuzlik is reluctant to recommend a five year contract that will tie up funds and commitments for future fair projects. He pointed out that he was hopeful that the fair would grow to sufficient size that it warranted the sophistication of Mr. Lillis's equipment. He believes the current size and location of the fair requires a system of a different nature. He opened the floor for additional discussion on the matter.

Tom Swearingen said the fair committee currently owns a sound system that he believes is sufficient for the current needs of the fair. He suggested the use of two additional speakers that he is willing to loan the fair at no cost. The Maki speakers would assist with the sound needs and would supplement what they own at this time. Jenny Talley expressed concern that they may be damaged, as a speaker was damaged. Apparently last year sound was turned up higher than the speaker could manage and there was a \$250 replacement expense made. Tom stated that the crossover system he has, has a built in safety factor that will shut the system down before any damage can occur. He also stated the speakers have lifetime warranty so should anything happen it would be replaced at no cost to the county.

Discussion was made regarding the attendance of trained personnel to operate either system, the current system or Mr. Lillis's system. Either system would have trained people to monitor the use of the equipment.

Tina Werres advised the Fair Committee that it is possible to purchase the exact same tent from RSC, and submitted a proposal as offered by RSC. The proposal from RSC states a rental fee of \$2,100 for a one time use of the tent. After the fair, if the Fair Planning Committee feels that having a tent this size is useful they will then sell the tent to the County Fair for \$5,000 less \$500 as a discount taken off the first year's rental. Thus the total cost to the Fair Planning Committee would be: \$2,100 (for the 2010

rental) plus \$4,500 for the actual purchase of the tent for a total cost to own the tent at \$6,600.00 We can purchase the tent or not.

Dan Kuzlik said according to Jim Lillis's contract the total cost to rent the 40'x100' tent would be \$35,981.25 and it would also require the Fair Committee to be legally bound to the contract for 5 years. The entire 5 year period the tent is Mr. Lillis's property to do with as he pleases and obligates the board to money they may or may not have available. The proposal from RSC, if accepted would cost the county \$6,600 if they decided to purchase the tent and the cost savings alone would be \$35,981.25 less \$6,600 which equals a cost savings of \$29,381.25. He believes it is not a responsible use of county funds to approve the contract as offered by Mr. Lillis. Mr. Lillis voiced his opinion that the sound system was of value, and that his personnel was not being given value as stated by Dan Kuzlik.

Craig said the approval for the sound/ tent proposal was on the July 20<sup>th</sup> agenda at the County Ag meeting, but it appeared the proposed contract would not be granted approval. Lisa Kuczarski again pointed to the sentence in the proposal stating approval was contingent upon Corporation Counsel approval of the expenditure and recommendation. A short discussion followed.

Mr. Kuzlik pointed out that Mr. Lillis has excellent equipment and would do an excellent job of providing service; however it is premature to enter into a system agreement at this time. Mr. Lillis stated he acted in good faith and believes the process of approval was halted prematurely by Corporation Counsel. He feels he has followed proper procedure and attempted to negotiate in good faith.

Tina Werres stated RSC has submitted a proposal for tent assembly and a purchase agreement and this needs to be further discussed. If purchased RSC has offered a crew to assemble the tent in following years for approximately \$250.00. Patricia Broukal stated the lease issue was initiated without enough time to make a decision at this time. It was her suggestion that we continue the discussion in regards to the 2011 fair. Both Craig Mandli and Tina Werres stated we can only vote on the recommendation as stated, and our vote simply passes on the recommendation for approval. This was also reinforced by Dan Kuzlik. All contractual decisions made by the Fair Committee must be approved by Corporation Counsel and ultimately all financial decisions must meet approval by the County Extension Committee. Mr. Lillis stated several times his frustration over the process of acceptance or rejection will not occur until the July 20<sup>th</sup> meeting. Dan Kuzlik said he would not recommend the proposal, however the decision is the County's Extension Committee's decision to make. He pointed out that at this time the Committee listens to both Corporation Counsel and his recommendation. The vote is yet to be determined.

Lisa Kuczarski made the motion to follow the advice of Corporation Counsel. The motion was seconded by Nancy Gehrig. Craig Mandli called for a roll call vote, which was as follows: Nay: Jenny Talley and Freda Waalkens. Aye: Patricia Broukal, Cindy Eckardt, Nancy Gehrig, Lisa Kuczarski, Craig Mandli, Theresa Seabloom. Denise Rheume- Brand abstained from voting. Tina Werres and Melanie Ostermann as paid board members do not vote. Thus there were 6 votes aye and 2 votes nay. Motion carried.

**Select President and Vice President.** Cindy Eckardt nominated Craig Mandli as President of the Oneida County Fair Planning Committee. Denise Rheume-Brand seconded the motion. All ayes. Motion carried. Craig accepted the position with the understanding that he needs team support until January when reconfirmations of commitments are made.

Denise Rheume-Brand made a motion to accept Cindy Eckardt as Vice Chairperson. Jenny Talley seconded the motion. All ayes. Motion carried.

### **Financial reports:**

**Budget changes.** None.

**Itemized Categories Report:** Members of the committee reviewed an Itemized Categories Report dated 1/1/10 through the current date of 7/1/2010.

**Expenses:** None submitted.

**Requests:** None submitted.

**Purchases:** None submitted.

**Approve monthly invoices.** None submitted.

### **Team leader reports on the 2010 fair planning:**

**Wristbands.** Lisa Kuczumski reported packaging and numbering of the wristbands is currently being done. She has also issued a letter to vendors and has a tracking system that accounts for all monies collected. She stressed she and Cindy Eckardt are the only people assigned to handle the funds and that she is the only person who maintains one cashbox.

Denise Rheaume-Brand requested 50 wristbands for sale at the Three Lakes parade. Cindy and Barry Eckardt will deliver them to her and take an additional 50 wristbands for sale at the Three Lakes parade and the Lake Tomahawk parade. Per the request from Lisa they will use petty cash funds for change for the sales. They will be accountable for the amount of wristbands sold and unsold, as well as the petty cash funds used for this purpose.

Lisa advised the committee that someone from Coyote 93.7 radio had contacted her. Coyote suggested they sell fair tickets on the Home Show for a reduced price. For each \$10.00 ticket they sold, Coyote would offer \$10.00 in advertising. Tina advised the Fair Committee one of the stipulations with the current carnival vendor is a written contract stating tickets cannot be sold for less than \$10.00.

**Marketing:** Tina said Mike Michalak was currently handling negotiating marketing advertising, as this had been something Pat Dineen had started. She is hopeful that Mike will have something to report to the committee at the next meeting. Negotiations are currently being done in regards to inserts in the local paper, the handout program, and various media coverage. She believes there will be some sort of live broadcasting done from the fair location, as well as "What's happening at the fair?" promotions.

**4<sup>th</sup> of July Parade:** Tina advised that Cindy and Barry Eckardt have stepped up to help in with the 4<sup>th</sup> of July parade. Volunteers to walk or ride in the trolley are still being sought. The candy to be handed out has been given by Shopko, but there is only enough for the Rhinelander parade location. Police chief Mike Steffes is adamant that candy is not to be thrown into the parade crowd, so a review of the correct way it is to be dispersed was also discussed.

**4H items:** Judging for all exhibits will be done on Thursday so the winners can be displayed during the fair. Ginger Terzinski is helping inventory ribbons and will order what is needed.

**Animal Alley:** Cindy Eckardt reported a summary of all activities has been compiled. There will be a parade of dog breeds. Carol Loftquist has been talking with Sgt. Mertz. Both Sgt. Mertz and Drago, the canine officer for the City of Rhinelander hope to walk around the fair grounds on Thursday, August 5th. Unfortunately she has a previous commitment and will be unable to participate as much as the Fair Committee had hoped.

**Gazebo:** Jenny Talley advised the Fair Committee the gazebo is ready and requested help moving it to the fair location. There was a discussion regarding how much of it will be utilized as a bulletin board posting area. This will be discussed further. Tina said she would make arrangements to have the gazebo moved.

**Volunteers for fair:** Nancy Gehrig made arrangements with Island View Printing to print a small bright yellow handout to be handed out during 4<sup>th</sup> of July festivities. This handout will

state that we are looking for volunteers to assist during the fair and provide information to assist them in volunteering. She said she will also hand these out at the meet and greet area at the park. She is currently compiling a list of volunteers that have responded previously and those who respond from the handouts.

**Back Porch Stage:** Theresa Seabloom reported on various band negotiations and said the band schedule was almost firm. She had concerns regarding advertising and wondered what was being negotiated. She also wondered about phone interviews for radio and media. Tina said Pat had been in charge of this and Mike was hoping to have something to report in the near future. Tina also expressed the need to coordinate advertising and music. The schedule should be posted at the information booth as well as in the advertising.

**Main Stage:** Tom Swearingen said everything is pretty much in place.

**Exhibitors:** Denise Rheaume-Brand advised the Committee that all vendor entries were due today, and should be at the UW Extension office being processed. She was pleased to report that entries were double the amount they were the previous year. There are many photo entries as well.

**Vendors:** Pat Broukal said volunteers passed out requests for vendors during the Art on the Courthouse Lawn Event and had many favorable responses. They also contacted many of the same vendors that participated in the Sayner Craft Event. Craig gave Pat a list of potential craft vendors and outside vendors that he received from Downtown Rhinelander, Inc.

Patricia Broukal said a vendors meeting is scheduled with Tina Werres next Tuesday. Tina said the Fair Committee will be sending out confirmations to the vendors.

**Vehicleville:** Tina also announced that they are currently negotiating a display of old vehicles, and that Milt Aus of Rhinelander GM is working with various auto vendors for a display area. Currently the trolleys are being cleaned, and she has been provided more golf carts by the City. Tom mentioned there seems to be problems with the pigtail for one of the trolleys as the lights do not work on the right side of one trolley. Arrangements to have this problem fixed are made.

**Garden and Floral:** Freda Waalkens said the arrangements for flowers in the park area have been made. She just needs to a little tweaking and post reminders for those participants. The Master Gardeners will judge the container gardens. She questioned if there was money available for a poster to advertise the competition for the container gardens. Tina said it was available to do so.

**Farmer's Market:** Freda Waalkens also advised the Committee that most of the Farmer's Market is boycotting the park that week because they are upset with the parking arrangements. Most of the participants have decided to take the week off rather than participate in the market the week of the fair. Negotiations are currently in process and she will advise further at the next meeting. There are a few participants who said they will still make the attempt to do business in spite of the problems.

**Family Land:** Craig Mandli reported he had participated in a meeting earlier today and he had a sketched out map to turn in. He says they would like to incorporate more \$50 to \$100 acts and is currently working to do so. The tree nursery is coming out so there will be more room for the fair. There is also a garage that will be in place at the fair grounds.

**River Rendezvous:** Craig Mandli reported "Hidden Prairie Rendezvous" was coming to set up their camp by the river. They will have 10 lodges in their display and plan to do a

reenactment for free. They have black powder muskets they would like to demonstrate as well. Lisa Kuczmarski said this needed approval from Rhinelander Police Chief Mike Steffes. Tina announced Chief Steffes has approved a Civil War cannon being shot during the opening ceremonies, but she will investigate the black powder musket demonstration further.

**Dates of future meeting:** Next meeting will be Wednesday, July 7<sup>th</sup>, at the old Curran School building. It will begin at 5:15 p.m.

A handout was provided to committee members with the tentative schedule of other meetings.

**Public Comment / Communications.** None at this time.

**Items to be included on the next agenda.** 4<sup>th</sup> of July Parade Report, Team Updates.

**Adjournment.** Motion by Cindy Eckardt to adjourn. Nancy Gehrig seconded the motion. All ayes. Motion passed. Meeting was adjourned.

Respectfully submitted by Melanie Ostermann, Fair Secretary