

Tuesday, January 31, 2012

**County Facilities Rental Ad-Hoc Study Committee:** Kathy Geracie, Lee Schlenvogt, Pat Marchese, Sandy Wirth, Fair Board reps Holly Wilger, Pat Steffen, Bob Winkel, Bob Roden, Nick Carlson, Mark Schubert, Budd Post, Dave Salkowski, Mark Matter, Mark Larson, 4H reps Marcia Nosko, Sue Meiller, Jodi Brzezinski, Aaron Brown and Tom Meaux.

**Discussion Points:**

1. Review County Fair: Listing of 2012 Agricultural Society Directors distributed, Roger Boehlke President, Mark Schubert Vice Pres, Holly Wilger Secretary, Bret Priaux Treasurer, Bob Roden, Richard Carlson, Dave Salkowski, Mark Larson, Mark Matter, Pat Steffen, Budd Post, Bob Winkel and Ken Riemer.
  - a. 200 members of Ag Society, \$10 lifetime fee, 1 annual mtg 1<sup>st</sup> Friday Dec.
  - b. Ag Society elects Board, 13 members for 3 yr term, 13 elect officers
  - c. Fair Planning for subsequent Fair begins after completion of current yrs Fair
  - d. Parking, grandstand, security, maintenance, sponsorship, rides, etc.
  - e. January State Convention is held where workshops assist with planning
  - f. Ozaukee Fair annually conflicts with State Fair, sponsorships important
  - g. Fair Board stressed community aspect, i.e. Thurs/Fri pm for senior citizens, developmentally disabled citizens from Portal with 4 hrs free carnival rides
  - h. Ag S has one-week liquor license for grounds, not restricted to specific area during Fair, i.e. Farm Bureau, Lions, Monticello, covered under Ag S license
  - i. Ag S rents CFD land, pays all utility bills on Grounds re event
  - j. Annual Fair generally makes money with good weather, est. revenues for the last few yrs: \$60k space, \$30k carnival, \$25 beer and food sales
  - k. Demo derby is about break even, generates additional food & beer sales
  - l. Need to maintain revenue streams utilizing full grounds during Fair
  - m. Donations to Fair? Per Ag S, tried 15 yrs ago with little success
  - n. \$1/nominal admission? Mixed bag, Ozaukee free fair is unique, part of identity. With fencing, could implement but additional expenses involved
  - o. 4H expressed interest in investing in portable trailer to serve food for maximum flexibility during Fair and other special events
  - p. County expressed willingness to assist with parking, shuttle's, would need to obtain a sponsor of service
  - q. Construction trailer would be available for Fair Board sales/office use
2. Scorecard Review: deferred
3. Next Mtg Tuesday March 6, 2012: Marketing, Setting Rental Rates, Scorecard final
4. Adjourned at 850pm