

Rusk County Jr. Fair Board Minutes - May 9, 2021

Meeting called to order at 6:04pm.

Present: Terry Dusell, Scott Jones, Darrell Doughty, Scott Andres, Judy Srp, Nancy Burmeister, Jessica Wiles, Brittany Wiles, Brooke Wiles, Charmaine Riddle, Lyle Lieftring. Julie Van doorn arrived at 6:12

Additional present: Tammy Loomis, Shana Swanson

Approval of Minutes: Motion to approve minutes from April 25, 2021 by Jessica Wiles, 2nd by Nancy Burmeister. Typo in Brittney's name to be corrected. Motion carried.

AP Report: State aid is in, it was \$527.57 less then 2019 for a \$2,789.19. \$847.72 will go into the non-lapsing fund. Fair Sponsorship is currently at \$15,791.43 and Rodeo is at \$30,500.00 and : Truck/Tractor Pull \$2,200.00 in sponsors

Public Comment: The presentation to the County Board by Darrell was discussed. It was asked by a county board member if we could add an additional microphone inthe fair office. Darrell explained it can be done and will cost around \$2,000 depending on how we do it.

Extension: Sound system was covered. Loading chute was discussed that it will not be the property of the county, and once it is no longer used at the fairgrounds it will go back to Dean Chesky.

Fair Coordinator Report: Ribbons are ordered and we are good on wristbands, Kelly Kowaleski will be the cat and dog superintendent.

Advertising Ads: Waxx can do a 15 second ad. They will do the facebook page and it is targeted by demographics. Fair book is ready to be released June 1, 2021. Charmaine updated everyone about the online purchase for rodeo tickets. However they determined it does not work on a cell phone. Working to fix it.

Bob Nawrocki: Judy spoke with Bob and he is willing to see if they can come play. Will update us more when he finds outs.

Transit: Judy will contact RC Transit. We will promote offsite parking of the fairgrounds as much as possible. Motion by Judy and 2nd by Jessica to provide R. C. Transit during the fair. Motion carried.

Banners: Fast signs in Eau Claire do vinyl banners 2.5' x 86" about \$46.00 on 13 oz. vinyl. We will use any banners that are provided to us. Discussion about the signs that go on the shoot gates, they are a corrugated sign. Motion by Jessica and 2nd by Julie to purchase corrugated

signs for the bucking shoots. Motion carried. Motion by Judy and 2nd by Darrell to order banners from Fast Signs in Eau Claire. Motion carried.

Food Vendors: We only have 1 contract back at this time. Brooke questioned if we would like to charge the extra fee for more space? She also asked if we are charging JLO and the VMA? Motion by Jessica and 2nd by Darrell to charge a flat fee of \$150.00 for food Vendors. Brooke was also asked by some vendors when they have to be on the grounds and how soon they could leave? Brooke will get more specifics.

JLO booth is not being run by 4-H this year. They will be selling popcorn, pop and water in the stands during the rodeo and will possibly help AmVets. Motion by Julie and 2nd by Jessica to allow the AmVets to run the JLO booth and waive their vendor fee. Motion carried. Motion by Scott J. and 2nd by Julie to have the AmVets pay to get into the fair. Motion carried.

OLS booth will be run for 2 nights by the Knights of Columbus. Motion by Terry and 2nd by Scott A. to waive the vendor fee but not the gate fee for Knights of Columbus. Motion carried.

Coggins Test: Connie was to call Sherry Wright?
The Cornell Vet will cover the Vet needs for the rodeo.

Advertising: The Northwoods Escape it out and our ads are in it. Lampert Lumber has coop monies they use for ads on the local radio station. They would like to share those ads with us for the rodeo. It's \$100 for a 30 second ad, they have 17 other stations and Charge \$5.00 for each additional station to run the ad. Charmaine said she can put an ad together. We need to meet with Preston Vaughn and Dave at Lampert's to get set up. Motion by Judy and 2nd by Nancy to work with Lamperts and the Co-op money to do rodeo and fair ads. Motion carried. Waxx rado does 15 and 30 second ads and the price is the same. Doing the facebook ads they can target certain audiences. The options were also discussed and Option B can run May, June and part of July. Then run Option A the rest of July and August till our fair. Motion by Jessica and 2nd by Scott J. to do the \$300 level for the social media with Midwest Family broadcasting starting ASAP for 30 days. Motion carried.

Rodeo: It was brought up to donate a few tickets to events around town. Upcoming events are Sheldon Fair, Mardi Gras, OLS Golf Outing, Brock Flater Benefit, Cruise In Nights, Blue Hills Fest, May 15th vendors fair at VMA, and the Truck and Tractor Pull. How many events should we do and how many tickets. Motion by Jessica and 2nd by Nancy to donate a pair of VIP tickets to OLS Golf outing, Vendor Fair, Brock Flater fundraiser to start. Motion carried.

Radios: Judy gave the quote from Rassback Communications about the radio purchase. \$7,000.00. Still was waiting on a quote to do rentals. Radios were looked at on Amazon as the county recently purchased radios from there. Motion by Scoot J and 2nd by Julie to purchase 20 portable radios for fair usage from Amazon. Motion carried.
The equipment for the sound system is ordered, some speakers will be different size and color due to availability.

White Washing: Terry asked if we want the barns to be white washed again. It will be tables till the next meeting till he can get a price.

Ticket Takers: Rose and John Barnes volunteered for all 4 mornings. We need more spots covered.

Lego Contest: Judy updated everyone and will work on it.

Next meeting May 23, 2021 at 6:00pm

Motion to adjourn at 8:43pm by Jessica and 2nd by Julie.

Minutes by: Judy Srp