

LINCOLN COUNTY
Fairgrounds Marketing & Usage Meeting
Thursday, July 11, 2013, 5:30 p.m.
Lincoln County Service Center, Room 156
Merrill, Wisconsin 54452

NOTES

1. Call meeting to order

Art Lersch called the meeting to order at 5:35 p.m. finding the following people in attendance: Gene Bebel, Graham Rankin, David Fox, Dale Christiansen, Dick Stoeckmann, Bill Zeitz, Pete Annis, Dewey Pfister, and Brad Becker.

2. Debrief June 18 County Board Expo Center Discussion

Dale Christiansen and Pete Annis provided an overview of the discussion that occurred following their presentation. They stated that they felt that the questions asked by County Board supervisors were relevant to the discussion. They also mentioned that they were pleased at being allowed more time than was originally allotted for their presentation and questions.

3. County Updates on Fairgrounds

Bill Zeitz reviewed the content of the most recent letters/correspondence from the county's insurance company regarding the grandstand settlement. Discussion took place on whether some of those dollars could and should be used to build new bathrooms either as part of the proposed Expo Center, attached somehow to the grandstand, or as stand-alone facilities. Several in attendance expressed their opinion that they believe the county has a responsibility to pay for new bathrooms whether or not they are attached to an Expo Center because the county owns the land. Discussion also took place about the value of having a grandstand versus an Expo Center. Representatives of the User Group reiterated that they feel having a grandstand would not provide near the marketing value of an Expo Center. They stated once again that they would not pursue the approval and development of a volunteer fairgrounds management organization if a grandstand is built.

4. Debrief Tomahawk Expo Center Meeting

Several User Group representatives reported that the Wausau Daily Herald stated that the meeting was to take place on July 11 rather than on July 10. This, they asserted, may have negatively affected attendance. Pete and Dale reported that five people came to the meeting. Attendees, they stated, had excellent questions about the proposed Expo Center and were for the concept. However, most in attendance indicated that they would like to see the complex built outside of Merrill city limits.

5. Discuss Volunteer Possibilities for Expo Center Organization Board

Pete discussed the need to identify specific people willing to serve on the board. He mentioned that people are waiting to see what the County Board is going to do at its July 16 meeting before they publically express interest in obtaining board positions. General discussion ensued about other boards of this type located throughout the state. The example of Rice Lake was provided as another possible model.

6. Expo Center Organization Business Plan

Pete reported that he added some notes to the PowerPoint presentation that summarizes the plan. No other changes were made to the plan since the last version.

7. Expo Center Organization By-Laws

Pete, Dale, and Art Lersch reported that no changes were made to the document since the last version dated June 12, 2013.

8. Next Meeting Date

The next meeting is scheduled for Monday, August 5, 2013, 6:30 p.m., Lincoln County Service Center (room to be determined).

9. Adjourn

Motion to adjourn was made by Bill Zeitz and seconded by Dick Stoeckmann. All ayes. The meeting was adjourned at 6:56 p.m.

Notes respectfully submitted by Art Lersch, UW-Extension, Lincoln County.