

LINCOLN COUNTY
Fairgrounds Marketing & Usage Meeting
Thursday, November 6, 2013, 6:30 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 6:33 p.m. finding the following people in attendance: Graham Rankin, Bill Zeitz, Bill Bialecki, Dick Stoeckmann, Mark Duley, Dale Christiansen, Pete Annis, Gene Bebel, and David Fox. Brad Becker entered the room shortly thereafter.

2. General Fairgrounds Updates

Bill Zeitz provided an overview of the fairgrounds bathrooms situation. During discussion, several in attendance including Mr. Zeitz indicated that their understanding of the situation is that any grandstand or berm system development could not take place without before or simultaneously bringing the bathrooms up to code. Dale Christiansen stated that if a berm system is built, and if the county were to contribute about a third of the cost (estimated to be about \$250,000) of new bathroom construction, he would personally lead volunteer fundraising efforts to cover the remaining costs of bathroom construction.

Mark Duley and Dale reported that this year's fair lost approximately \$10,000. They believe that the loss can be attributed to a decline in attendance primarily due to a lack of grandstand type shows and seating. They also reported that the number of carnival businesses is in decline and this, in addition to a lack of seating on and the general poor condition of the grounds is making it difficult to sign a carnival for the 2014 fair. Bill Zeitz mentioned that the county is scheduling some improvements for the grounds.

3. Berm System Updates

Dave Fox and Bill Zeitz reported that a resolution to approve a request for proposal for architectural and engineering services for a berm system at the fairgrounds is included in the November 12 County Board meeting packet. Several User Group members indicated that they plan to speak at the meeting in support of the resolution. Further

discussion took place about the perceived advantages of a berm system over a grandstand. The group also discussed the possible orientation of berm system seating. Consensus was that the architect who works on the project would be able to advise the county how such a system should be oriented on the grounds.

4. Volunteer Management Organization Updates (by-laws, business plan)

Pete Annis reported that further development of a potential organization is on hold. He mentioned that more work on this could occur after the User Group receives clear direction from the county about whether or not it is committed to providing resources toward fairgrounds improvement/development.

5. Next Meeting Date

The next meeting will be at the call of User Group representatives.

6. Adjourn

Bill Zeitz made a motion to adjourn the meeting. It was seconded by Graham Rankin. All ayes. The meeting was adjourned at 7:42 p.m.

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