

# Northwestern Michigan Fair

## Board of Directors Meeting

### February 8, 2024

1. **Call to Order:** Meeting called to order by Joe Hubbell at 7:00 pm.
2. **Pledge of Allegiance:** Led by Frank Guerin.
3. **Roll Call:** By Tom Looks
  - a. **Board Members Present:** Al Henning, Carolyne Woodhams, Clarissa Johnston, Cody Foster, Erika Sprenger, Frank Guerin, Joe Hubbell, Karen Zenner, Laurie Ashley, Milt Lewis, Molly Caminata, Sonya Youker, Tammara Sanchez, Tom Looks
  - b. **Board Members Absent:** Jill Duell
  - c. **Visitors Present:** Amanda Wilkins, Keri Bancroft, Dean Domnoske, Leslie Campbell, Bud, Sherri Forton, Ben Walker, Tammy Nemeskal, Jim Harper, Bobby Geiger, Patrick McCarry, Haven Bouwens,
4. **Review Agenda**
  - a. **Motion 2.8.24.1:** A. Henning/E. Sprenger made a motion to approve February 8, 2024 Agenda as amended. **Motion passed unanimously.**
5. **Correspondence:** Tom shared only a few voicemails.
6. **President's Report:** Joe talked to a lot of fairs at convention. He feels we put on a great event and many other fairs have a lot of bigger issues than we do. He feels that even though we have different opinions and personalities we are doing a great job and work well together. 177 days until fair.
7. **Treasurer's Report:** Tammara shared the treasurer's report.
  - a. **Motion 2.8.24.2:** T. Sanchez/M. Lewis made motion to move the interest earned on the CD to our bleacher fund the amount is \$3998.98. **Motion passed unanimously.**
8. **Presentation & Approval of Meeting Minutes:**
  - a. **Motion 2.8.24.3:** E. Sprenger/C. Woodhams made a motion to approve minutes from January 18, 2024 meeting as written. **Motion passed unanimously.**
9. **Public Comment:** Jim Harper – Elite Security Group, interested in providing security services again this year. Has heard we are looking at Grandstand security and are also interested in providing services for that. They provided services last year and really enjoyed it. They agree that we have the best fair around. Tammara will follow up and get a quote from Jim. Grandstand security would start at 6pm and would go until 10pm.
10. **New Business:**
  - a. Haven Bouwens – Cherry Capital Cattle Show Rental, question about the rental fee raising from \$750 to \$1500. Frank answered that based on the barns being utilized and the power consumption. Haven question regarding camping being in the campground only vs around the barns. Frank answered we would prefer it to be the campground so we know how many spots. Camping reservations need to be made through Sonya. Joe attended the show last year and witnessed attendees plugging into multiple barns. We need to recoup our costs for the electricity and use of the grounds. Erika: last year we only collected camping from about 5 people. Joe suggested a meeting with Haven outside of this meeting to discuss further details.
  - b. Patrick McCarry – Trying to promote the draft horses show and would like to have an opening ceremony to promote the show this year. They are requesting the fair queen to be part of the ceremony. Also requesting a permanent flag pole to be installed near the

horse arenas. Joe asked for a proposal, we will possibly work together with the draft horse club to install one. There will be a draft horse driving clinic again on June 22<sup>nd</sup> and September 28<sup>th</sup>. The clinics will be in the horse arenas or near the draft horse barn.

**11. 4H Livestock Council:**

- a. Keri Bancroft – Swine registrations closed on Monday. Current registration numbers are 198 swine registered, 88 large beef, 7 dairy beef, 50 Jr. Beef and 35 dairy feeders registered. Next registration is due the first Monday of March. Jr. Beef, Dairy Feeders, Poultry, Lambs and Goats. Education Expo is March 3 at the GT Resort. Starts at 9am and goes until 4pm. 28 education classes. Pre-registration will hopefully be available this weekend. Also, accepting vendors at the expo this year.

**12. Unfinished Business:**

- a. Tom/Tammara –
  - i. The ATM hopefully will be repaired after tomorrow. Email Tammara with any office supplies and will place an order next week.
  - ii. Tom shared details about ShoWorks 2024 program. **Motion 2.8.24.4. C.** Johnson/S. Youker made motion that we purchase the updated ShoWorks program for \$999 before March 31<sup>st</sup>. **Motion passed unanimously.**
- b. Joe – Tom and I met with a couple of ladies that raise money. They believe we can raise money for the grandstand project but we would be looking at 2025. Laurie has been working on a grant for the project. The grant is up to \$100,000 and we would need to match 50%. The money would need to be used in 2024. Laurie is looking for foot traffic in regards to 2021, 2022, 2023 non-fair events. Frank will work on the numbers for Laurie. Joe is hoping to have blueprints here soon. Joe will be calling Brandon with the USDA regarding possible loan options. The majority of the board feels that we need to keep moving forward with the project. In regard to the aluminum bleachers and after discussions with Cody, Joe suggested selling the aluminum bleachers rather than moving them to the pit area. Joe will research more options.

**13. Committee Reports:**

- a. Frank – Nothing.
- b. Karen – Nothing.
- c. Molly – Nothing.
- d. Al – There is a lone deer tested for TB in Benzie county, currently there is nothing that we need to do other than observe.
- e. Laurie – Working on the \$100,000 grant and believe it will be completed by the end of the month. Will look at another through the Cherryland Electric Co-Op. Have not worked on the Premium Book yet. Homemaker of the year presentations to craft clubs in town and getting individuals interested in volunteering for the Heim building.
- f. Erika – Nothing.
- g. Sonya – Campers are calling to make reservations.
- h. Tammara – All but one night covered for Grandstands for Tickets and Gates. Started on Front Gate groups.
- i. Clarissa – Nothing.
- j. Milt – We can access the museum now. Website updated camping section, added sponsorship packet. Still waiting on Frank to update vendors and Clarissa with Queen information. We have a waiting list for winter storage for next year.
- k. Carolyne – Tom and I reviewed the sponsorship packets. We did add a few packages. We do have some sponsors already for pancake breakfast, kids' day, and grandstand events. We need to have a By-Laws and Policy meeting. Next year is Michigan's turn to host the

IAFE. Would we be ok with opening the grounds to fairs from other states next year. Yes we would.

- l. Cody – Most of the grandstand contracts are signed. Waiting for contracts to come back for the bands and the chainsaw man.
- m. Tom – Ice: Tried to get ahold of Chillin' Ice for availability and updated pricing. They are still in business based on their website. Technology: Working on updating back end Saffire Ticket structure. Instead of having and trying to update 60 ticket items every year, restructuring to where we will have between 10 and 15 items using different price types. The restructuring should help with our reports and the look for ticket sellers and scanners would be the same as previous years. Talked with Jim and Bobby from Elite Security, if we were to add scanners at the gates they man, they would be good with the change. It might help with potential issues with people trying to enter with tickets. They would need the QR coded wristbands. Working with Milt to keep the website updated, we need some updated information from a few individuals. Premium Book: Talked with Laurie about dropping the advertising as a separate sponsorship from our larger sponsorships. While Laurie is going to be updating the book information, I'll be helping with sponsorships. Talked with Carolyne and we have added a few options to our sponsorship packages to include pages and sizes for the premium book. By moving to a different sponsorship package, the ROI is higher.
- n. Joe – Sat down with Leslie at Cardinal Insurance, trying to get quotes for different insurance for the fair. We cannot get ahold of our current insurance guy.

**14. Adjournment:**

- a. **Motion 2.8.24.5:** A. Henning/C. Woodhams made motion to adjourn at 8:08 pm. **Motion passed unanimously.**