

**2011 Wisconsin Farm Technology Days  
Executive Committee Minutes  
January 7, 2009**

**LOCATION:** 212 River Drive, Conf Room #5

**PRESENT:** Jenn Zimmermann, Len Bayer, Scott Mickelsen, Tim Buttke, Jerome Oelke, Sandi Cihlar, Keith Langenhahn, Glenn Thompson, Craig Mortenson, Jilayne Radtke, Ken Seehafer, Karen Seehafer, Mike Wildeck, and Russ Wilson.

**GUESTS:** Tom Cadwallader

Langenhahn called the meeting to order at 2:36 pm.

Minutes from November 5 Meeting: Additional information on adjournment time was provided to complete the draft minutes. Motion by Bayer and seconded by Buttke to approve minutes with the addition of adjournment time of 4:18 pm. Motion carried.

Treasurers Report: Buttke reported that there has been little spending activity to this point. The bill to Brown County for our portion of signage has been paid. \$5,000 in startup money has been received from Marathon County and another \$15,000 will be coming shortly. Motion by Oelke and seconded by Mickelsen to accept the Treasurers report. Motion carried.

Review Agenda for Changes/Additions: None.

Review of Policy Documents: Thompson led the discussion and directed everyone to follow along in the review of “Responsibilities and Guidelines for the Planning, Development, and Execution of Wisconsin Farm Technology Days, by Wisconsin Farm Technology Days, Inc. (The Sponsor) and Host County Farm Technology Days Executive Committee”. Contact information for the insurer, Lance and McArdle Insurance, Monroe. Keith Hosely is the agent. Liability insurance will cost approximately \$20,000 for \$3M in coverage. Property insurance is a separate policy, but it coincides. There is an arrangement to provide generators for the show if we choose to go that route. We may also want to check locally to compare. Lately they have been provided by Kohler Company. The electrician is selected via a 3-year contract. Marketing coordinator expense will cost \$25,000. Note that for companies to deduct cash and in-kind contributions, it is suggested that they enter in their financial records as advertising and/or promotional expense. Thompson is checking with exhibitors on the need for a hospitality reception in 2010. This will affect our budget depending on Glenn’s recommendation. Media Day for Dodge County will be June 3. The 2011 Host Family is encouraged to be there and other Executive Committee members that are available. Tent costs are estimated to be approximately 9% higher. Conservation, Planning and Zoning is an exception to the lot fee shared revenue agreement. Allowing

them to have a lot does not require 30% of the fee to go to WI FTDs Inc. The county FTDs treasury gets all of the utility revenue. Arts and Crafts tents do not usually have electricity. If we decide to add electricity and charge more than \$100/spot then we can keep all of the extra charges. Bayer questioned Thompson on the appropriateness of approaching the Marshfield community for financial support. Thompson said that would be a good idea. Due to time constraints, Thompson asked to delay signing the contractual agreement in this document until a future meeting.

Thompson asked that we schedule a review of the “FTD Policy Statements” document for a future meeting.

Debrief from Multi-County Meeting and Committee Updates: Zimmermann reported that there was no representative from the Brown County Hospitality Committee, and no report available. Wildeck has a copy of the report and will provide. No committee chair identified yet. Mortensen reported that the Tent City table had a good report. He is also liaison for the Utilities Committee. Mickelsen reported that the Grounds Committee volunteers spent a lot of time at the show. He learned lots of information. Oelke reported the Field Demonstration Committee had a good report and work has already begun in Marathon County. He is seeking a chair at this time. Bayer said they had an active discussion at the Food Committee table. He was impressed with the organization involved in Brown County. Ready to suggest (2) co-chairs in addition to the liaison. County Health Dept representative will be contacted to be on the committee. Taste of the County is optional and was not done in Brown County. Will advise to cook food at each tent rather than transport cooked food from a central location. Cihlar reported that the Family Living Committee had a great discussion. The UW-Madison Marching Band has been a big hit the last couple of years. Wilson said that at the Youth Committee table he learned (2) separate tents is the way to go. He has identified Mark Zimmerman, Spencer as Youth Committee Chairman. Suggestion made that colored tents be used to identify certain tents. If food tents, for example, were all red they would stand out and be easy to recognize. Seehafers enjoyed meeting with the host families and learning about some of the issues they came across. Radtke reported they did receive a written report but there was not a representative from Brown County at the meeting. Wildeck shared information gathered from other Executive Secretaries, including the possibility of developing a commercial web site for providing local show information and as a revenue source.

Correspondence and Announcements: Wildeck discussed two emails received recently that he wasn't sure how to respond to. One was an inquiry about having an antique machinery display. The other was in regards to the size of tent our group will need at the Pierce County show. Thompson said the tradition has been for the county hosting the following year to have a specific size tent. Our county would use the front half of the tent and the back half is a hospitality area. Wildeck will check with the Executive Secretary in other host counties to get more specifics on both of these.

Next Meeting Date/Time/Location:

Our next regular meeting is Wednesday, February 4 at 2:30 pm, Conference Room #3, 212 River Drive, Wausau.

Adjournment: Motion by Wilson and seconded by Mickelsen to adjourn at 5:03 pm.  
Motion carried.

Submitted by,  
Mike Wildeck, Executive Secretary

ADOPTED at the February 4, 2009 Executive Committee Meeting.

REMINDERS:

- Regular meetings are the first Wednesday of each month and will be cancelled if there is no urgent business
- June 3 is Media Day for the 2009 Dodge County show