

**2011 Wisconsin Farm Technology Days
Executive Committee Minutes
February 4, 2009**

LOCATION: 212 River Drive, Conf Room #3

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

GUESTS: Jim Griesbach

Langenhahn called the meeting to order at 2:34 pm.

Minutes from January 7 Meeting: Sentence about adjournment following Call to Order in draft minutes should be deleted. Motion by Bayer and seconded by Oelke to approve minutes with noted revision. Motion carried.

Treasurers Report: Buttke reported that another \$15,000 in seed money from Marathon County has now been deposited. Current balance is \$19,600. Motion by Wilson and seconded by Oelke to accept the Treasurers report. Motion carried.

Review Agenda for Changes/Additions: Wildeck asked for discussion about website development if time permitted after other items.

Early Planning of Traffic/Emergency Management: Jim Griesbach was introduced to the group. Griesbach is the Marathon County Highway Commissioner and also a volunteer on the FTDs Traffic/Safety Committee. He called a first meeting of an ad hoc Traffic/Safety group including local agency personnel representing the State Patrol, Department of Transportation, County Sheriff, and Highway Department. Early planning is necessary to consider planned road improvement schedules, improvements that may be needed for the show, and service agreements with local agencies to minimize cost and conflict. Coordination may be necessary with other FTDs committees such as Field Demonstrations, Traffic/Safety, and Parking. Wildeck will check with Hetzer in Marathon County Conservation, Planning and Zoning regarding identification of wetland areas so they can be avoided when planning access and other show use. Preliminary parking plans call for separate parking areas on the north and south sides off Hwy 97.

Committee Development: Discussion on the importance of including the southwest area of the county and the Marshfield community as committees are developed. It is very important for the Hospitality Committee, for example, to include involvement and support by business and agribusinesses in that area. Wildeck is checking with Tom Drendel at the Ag Research Station about opportunities to build a stronger connection to the Marshfield community. Radtke reported that the Publicity and Promotions

Committee is beginning work on themes. A graphics person is working on our logo and they are discussing website possibilities. Oelke reported that he is working on identifying people to serve on the Field Demonstration Committee. Mortensen reported that the Utilities Committee is forming. Bayer reported that the Food Committee is making progress on committee development. Wilson said the Youth Committee Chair is working on committee development.

Plans for Farm/City Dinner, March 6: Lagenhahn suggested the idea of sponsoring a FTDs basket at the auction. This is something that the Publicity and Promotions Committee could develop. We will have an opportunity during the program to make some comments about the upcoming show and introduce Executive Committee members, especially the host family. Motion by Radtke and seconded by Oelke to sponsor a table at the Farm/City Dinner, and an auction basket with the total price not to exceed \$500.

Correspondence and Announcements: Concern expressed from Town of McMillan officials on use of town roads and other show impacts. Wildeck was asked to prepare a letter for the Town of McMillan Chairman to provide “official notice” of the show. Letter can be signed by Chairman Langenhahn. Wildeck noted that Thompson is planning to be in Florida through March, but he left contact information so he can still respond to requests. He is planning to be at the April meeting. Wildeck also mentioned that a Student Intern has been requested for the summer. If funding is awarded the student should also have time available for some FTDs work.

Website Development: Discussions with Pierce and Dodge Counties suggest that there may be good potential to develop a commercial web page for our show. This could help with visibility and overall communications. Wildeck will work with Radtke and the Promotions and Publicity Committee on this.

Next Meeting Date/Time/Location: The next meeting will be Wednesday, April 8 from 2:00 to 4:00 pm, at 212 River Drive, Wausau. Note that this is a change from our regular monthly meeting date and time. Wildeck reminded the group of two other dates to note. First, the Annual Meeting of WI Farm Technology Days, Inc will be held in Madison on April 15. This included a luncheon and brief program. The host family is especially encouraged to attend. Secondly, the Dodge County Media Day is set for June 3. There will be a good representation from the press and again it would be encouraged to have the host family in attendance.

Adjournment: Motion by Oelke and seconded by Wilson to adjourn at 4:00 pm. Motion carried.

Submitted by,
Mike Wildeck, Executive Secretary

APPROVED APRIL 8, 2009