

**2011 Wisconsin Farm Technology Days
Executive Committee Minutes
May 6, 2009**

LOCATION: 212 River Drive, Conf Room #3

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

GUESTS: Tom Cadwallader

Langenhahn called the meeting to order at 2:35 pm.

Minutes from April 8 Meeting: Motion by Buttke and seconded by Wilson to approve minutes as presented. Motion carried.

Treasurers Report: Buttke reported that our balance is currently \$19,233.54. Expenses related to promotional items for the Farm/City Dinner have been reimbursed to Radtke in the amount of \$166.46. There was no income since the last meeting. Motion by Oelke and seconded by Mortenson to accept the Treasurers report. Motion carried.

Review Agenda for Changes and Additions: none

Discussion on Proposed Logo (Radtke): The revised 2011 show logo was presented by Radtke. The red color in the Farm Technology Days logo is PMS number 185. Apparently not a big issue to use several colors in the logo due to advances in technology. Suggestions from the committee included going with black, rather than gray for the “show dates” and “Marathon County”. Also, the green and blue colors may need to be deeper depending on specific clothing application.

Budget Development: Thompson provided a list of final expenditures for the past two shows. A subcommittee of Wildeck, Buttke, Zimmermann, and Oelke was appointed to develop a tentative budget and report back to the Executive Committee.

Tent City Placement: Thompson reported that approximately fifteen acres are needed for exhibitor parking, ten acres for volunteers, and seventy to eighty acres for general parking. Approximately 90 to 100 cars can be parked per acre. He also suggests reducing the “Avenues” from 50 to 40’ in width. Streets are left at 30’ in width. He recommended providing for 800 lots on tent city as the Dodge County show has already sold out. We have 759 lots on our current plan, so Thompson suggests adding one more row of lots (one more street). There are five agribusiness tents and one of these still has spots left in Dodge County. We will need some parking east of tent city. Wildeck will follow-up with Jim Griesbach and see if he can attend our next meeting.

Establishment of Local Policies: A draft copy of local Policy Statements from Clark County was provided by Thompson and distributed to the committee. Number five deals with mailing lists can be scratched as it is no longer relevant. Number eight regards camping and is a welcome service if a site can be provided close to tent city. Number ten concerns power washers and the Executive Committee will need to decide what cost to charge vendors and what water access will be provided. Number eleven concerns food stand criteria. Thompson suggests a preference to organizations that are Marathon County based. Will need to decide what charges to assess local organizations that are running food stands, including lot rental, tent costs, electricity, and more. Food money is typically collected by the Food Committee. Number fourteen is in regards to meals provided to volunteers. Thompson recommended that the Grounds Committee members be provided some meal reimbursement due to the intensive work that occurs for the three weeks prior to the show. Thompson asked that this topic be brought back to the group at a future meeting for their action.

Review of “FTD Policy Statements” Document (Thompson): done at the last meeting

Brief Committee Updates and Secretaries Report: Wildeck will be mailing “volunteer brochure” to the list of volunteers without specific responsibilities at this time. CPZ staff have agreed to develop detail of the tent city area so that it can be overlaid on the GIS site map to scale. This should be of great value to the committees in planning. Mortenson reported that the Tent City Committee is forming. Oelke is identifying members of the Field Demonstration & Layout Committee. Thompson suggested starting business contacts for fertilizer, seed and chemicals. Buttke said he may need to look at the “unassigned” list of volunteers for committee members. Wilson had nothing new to report. Mickelsen said that they are still looking for a Co-Chair (with Utecht) of the Grounds Committee. Radtke reported that a press release was recently produced for the Dodge County Media Day. Bayer plan to have the first Food Committee meeting next month. He asked about the availability of transportation to Dodge County for our volunteers. This will be placed on next months agenda. Cadwallader said he is beginning to discuss the topics that should be featured in educational exhibits. Woodlot and pond management, for example, have potential at the host farm.

Dodge County Media Day, June 3: Dodge County planners are encouraging representation from Marathon County, including; Executive Committee Chair or Vice-Chair, Executive Secretary, host family, and Publicity Committee representatives. Wildeck will coordinate. The Dodge County show is July 21, 22, and 23. Wednesday is probably the best day to coordinate a bus from Marathon County.

Correspondence and Announcements: Thompson said that a separate committee or the Hospitality Committee generally plan and conduct the commemorative tractor sales. There is the issue of John Deere working exclusively with FFA. Cheryl Zimmermann could be contacted to see if something could be negotiated in cooperation with FFA. Rick Stencil will be contacted by Keith Langenhahn about his interest in working on the commemorative tractor project. Thompson announced that he will be stepping down as

the General Manager as of December 31, 2009. Ron Schuler will be working along with Glenn for the last six months of this year.

Next Meeting Date/Time/Location: The next meeting will be Thursday, June 11 from 1:00 to 3:00 pm, at 212 River Drive, Wausau.

Adjournment: Motion by Bayer and seconded by Buttke to adjourn at 4:18 pm. Motion carried.

Submitted by,
Mike Wildeck, Executive Secretary

Adopted June 11, 2009