

**2011 Wisconsin Farm Technology Days**  
**Executive Committee Minutes**  
**June 11, 2009**

**LOCATION:** 212 River Drive, Conf Room #3

**PRESENT:** Keith Langenhahn, Glenn Thompson, Ken & Karen Seehafer, Craig Mortenson, Sandi Cihlar, Jerome Oelke, Jilayne Radtke, Mike Wildeck, and Russ Wilson.

**GUESTS:** Jim Griesbach, Marathon County Highway Commissioner

Langenhahn called the meeting to order at 1:04 pm.

Minutes from May 6 Meeting: Motion by Radtke and seconded by Wilson to approve minutes as presented. Motion carried.

Review Agenda for Changes or Additions: Thompson mentioned that he has some additional items to share with the committee. Will cover later in the meeting.

Treasurers Report: Buttker was unable to attend today's meeting. Wildeck reported that Maureen Belanger (Gary and Maureen Belanger, Athens) is willing to provide bookkeeping services to our show. This entails working closely with the Treasurer and following the account structure in QuickBooks as suggested by the WI FTDs, Inc accountant. This should be helpful in providing management reports to the Board and after the show when an audit of all expenditures is done. Motion by Wilson and seconded by Oelke to approve Maureen Belanger as bookkeeper. Motion carried. Wildeck also shared copies of a Payment Voucher used in Dodge County. This document would be required for all expense reimbursement and billing. It verifies which specific account the expense is associated with and also has signature approval from the committee chair that it is a legitimate expense. Motion by Oelke and seconded by Cihlar to utilize a similar document for Marathon County. Motion carried. No other updates on financial matters at this time.

Transportation/Parking Update (Griesbach): Highway Commissioner Griesbach explained that during the show dates, Hwy 97 would be closed/detoured at the County Road T intersection. Show traffic would be directed to proceed on 97 to north parking areas for the general public, vendors, etc. From the south, Hwy 97 would be closed/detoured at the Galvin Road intersection (further south this same road turns into Marathon County Road A and Wood County Road A. Vendor, Volunteer, Handicapped, VIP, Media, Bus and other non-general parking would be directed to approach from Galvin to the west of tent city, and from Stadt to the east of tent city. Assuming approximately equal parking capacity for the north and south entrances. Emergency vehicles would be able to go straight through on Hwy 97 to avoid delays. Thompson said that ambulance and fire vehicles and staff must be available on site. Wildeck will

continue to work with Gary Hetzer, CPZ on placing parking areas. Ad Hoc Traffic/Safety group should probably meet in the Marshfield area to discuss the transportation plan and discuss necessary emergency services.

Tent City Placement: Wildeck was at the site just prior to the meeting and used GPS equipment with a scale drawing of the tent city layout to identify conflicts. Some minor repositioning is needed but it appears the proposed layout will fit pretty well. Some wet areas to the west and a significant waterway on the east, but it should be possible to work around these without altering the standard layout. Thompson said that streets around the outside of tent city must be 35' in width. GPS equipment is available with advance notice and will be very helpful in identifying suitability of specific areas for planned activities.

Discussion on Proposed Logo (Radtke): The proposed 2011 show logo was presented by Radtke with changes suggested at the last meeting. Thompson said that clothing decisions are left up to the local Executive Committee, and he encouraged the Publicity/Promotion Committee to develop a proposal for Executive Committee action. Motion by Oelke, seconded by Wilson to approve the logo as submitted. Motion carried. Radtke will work with the Publicity/Promotion Committee to develop a clothing proposal.

Budget Development: Wildeck reported that the Budget Subcommittee (Wildeck, Buttke, Zimmermann, and Oelke) met and reviewed expenditures from the 2004 through 2008 shows. There was difficulty in preparing a reliable budget because there is significant variability in accounting practices. Dodge County will be the first show that used QuickBooks and followed the latest accounting list as suggested by Grobe and Associates, Madison. The Dodge County Treasurer will make their un-audited books available to us soon after their show. The subcommittee recommendation is to use Dodge County information and bring a draft budget back to the Executive Committee in approximately August.

Establishment of Local Policies: A copy of local Policy Statements from Clark County and Dodge County was distributed. After discussion of several specific items on the documents, the committee directed Wildeck to bring a draft Marathon County document to the next meeting.

Bus Travel Plans for Dodge County Show: Committee considered quotes from Lamers and Progressive. Wildeck will contract for a 56-passenger luxury coach bus from Lamers and will check with them regarding specific pick-up location(s) and times. Motion by Bayer and seconded by Oelke that Executive Committee members will designate which volunteers will be provided a seat on the bus and provide those names to Wildeck by July 1. Transportation cost and \$5 admission would be provided at Executive Committee expense. Others will have the opportunity to reserve a seat on the bus at a cost of \$20 (includes admission) on a first come-first served basis. Motion carried. Wildeck will prepare publicity for the AgLink newsletter and other media.

Correspondence and Announcements: Thompson asked for time to make his announcements so he could make it to his next meeting. He said it would be a good idea for our group to reserve rooms for the Pierce County show in River Falls very soon. There will be very limited availability close to the show. We will need lodging for the Tuesday evening, exhibitor hospitality event. He also suggested use of a facility at UW-River Falls for hosting that event. The Charnecky Tent bid came in \$18,000 higher than Briggs so he asked for action on this from the committee. Motion by Mortenson and seconded by Cihlar to contract with Briggs for our show. Motion carried. The Pierce County group is proposing not to use roasters, but to use restaurant equipment instead. Executive committee members didn't express an interest in paying towards that purchase. Pierce is also going to try use of food tickets rather than handling cash at all food service areas. Thompson asked for Marathon County local information that goes in the publicity brochure by April 1, 2010 so printing and distribution is not delayed. Costs to produce that brochure are the responsibility of WI FTDs Inc. The Truck Ride and Drive has to be open to all truck companies, just like the Tractor Ride and Drive. There was a recent issue with FTDs road signs. DOT approval of our signs is necessary for use on County and State roads. We do have DOT representation on our local Ad Hoc Traffic/Safety Committee. Thompson stated that the Media Day in Dodge County worked well and he suggested that the brunch was a good way to start things off. This was different than the luncheons that they've done in the past. Regarding promotion, the FTDs Inc Board allocated \$20,000 each year. Thompson suggested that our local show also have a budget for promotion.

Commemorative Tractor Update: Wildeck has been in contact with Cheryl Zimmerman about the possibility of a collaboration with FFA so that a John Deere commemorative tractor could be offered at Farm Technology Days. So far, this seems like the idea has potential. Wildeck will contact Cheryl again regarding the timeline for a decision that that our group can begin discussions with a manufacturer.

Brief Committee Updates and Secretaries Report: No additional updates at this time.

Next Meeting Date/Time/Location: The next meeting will be Wednesday, July 1 from 2:30 to 4:30 pm, at 212 River Drive, Wausau.

Adjournment: Motion by Oelke and seconded by Wilson to adjourn at 3:25 pm. Motion carried.

Submitted by,  
Mike Wildeck, Executive Secretary