

**2011 Wisconsin Farm Technology Days
Executive Committee Minutes
Sept 2, 2009**

LOCATION: 212 River Drive, Conf Room #3

PRESENT: Glenn Thompson, Ron Schuler, Keith Langenhahn, Jennifer Zimmermann, Len Bayer, Ken & Karen Seehafer, Craig Mortenson, Sandi Cihlar, Jerome Oelke, Jilayne Radtke, Mike Wildeck, Russ Wilson, and Scott Mickelsen.

GUESTS: Tom Cadwallader

Langenhahn called the meeting to order at 2:30 pm.

Minutes from July 1 Meeting: Motion by Wilson and seconded by Oelke to approve minutes. Motion carried.

Review Agenda for Changes or Additions: none

Treasurers Report: Buttke had to attend a mandatory meeting for the bank and asked Wildeck to present his report. The beginning balance was \$19,233.54 with a debit of \$840 to Lamers for bus service to the Dodge County show, and a credit of \$420 for deposits from individuals on the bus trip. Ending balance, as of 8/31/09 is \$18,813.54. Motion by Oelke and seconded by Mickelsen to accept the Treasurers Report. Motion carried.

Establishment of Local Policies: Wildeck shared a draft document with changes recommended from the prior meeting. After review and discussion, a motion was made by Zimmermann and seconded by Karen Seehafer to approve the document with the addition of an effective date of September 2, 2009. Motion carried. Wildeck will make the approved document available at marathonfarmtech.com.

Budget Subcommittee: The Budget Subcommittee did not have financial numbers available from the Dodge County FTDs Treasurer as of yet. We will have an unaudited summary of financials from the Dodge County show available at the Multi-County Meeting in December. Thompson suggested that we wait until then to adopt our budget for the 2011 show.

Commemorative Toy Tractor Update: Wildeck provided some background information on the process of trying to get the necessary approval from John Deere licensing for production of a John Deere product. Although the licensing division is now allowing one John Deere tractor and/or implement for this show every ten years, the terms of the agreement limit the potential demand and marketability of the item. Langenhahn and Wildeck met with Mark Vornholt in Chili (Clark County) last week to discuss further.

Mark is a collector and was a member of the Commemorative Toy Tractor Committee in 2005 for the Clark County show. Motion made by Oelke and seconded by Cihlar to appoint Mark Vornholt as chairman of the Commemorative Toy Tractor Special (Marathon County) Committee. For budget purposes, this committee is associated with the Hospitality Committee.

Antique Tractor Committee: Rick Stencil was actively involved in the antique tractor exhibit at the 1996 show and has expressed his interest in chairing that committee for the 2011 show. Motion made by Bayer and seconded by Zimmermann to appoint Rick Stencil as chairman of Antique Tractor Special (Marathon County) Committee. Not sure at this time whether this committee is budgeted separately, but that may be the case. Rick would likely report directly to the Executive Committee.

Technology Tools to Assist Planning: At the suggestion of committee members, Wildeck explored technology options that might be useful to planning committees. Microsoft SharePoint is supported by UW-Extension, but can only accommodate employees as members at this point. A similar WIKI product is WetPaint.com. Google Docs may be another option that some Executive Committee members are already familiar with. Specific committees are encouraged to use whatever tools are most appropriate to meet their needs for sharing resources and facilitating discussion. Wildeck will look into a password protected (secure from public viewing) web page that could be made available to Executive Committee members and others as needed. Would be helpful for accessing resources like letterhead, logos, latest version of maps, etc...

General Manager and Secretary Updates: Thompson shared several suggestions with the committee: 1) the Traffic Committee needs to see that people arrive at the show in a good mood. Greet visitors in a friendly, positive way; 2) there is a possible safety concern at our site regarding the traffic conflict between field demonstration sites and parking sites. We want to avoid traffic conflicts between these two if at all possible; 3) get traffic out of tent city before 8:30 a.m. or it conflicts with visitors; 4) have parking for exhibitors as close to tent city as possible; 5) handicapped vehicles got into the Dodge County show very well, but getting out was a problem; 6) restrooms were on the perimeter of tent city. They should be on the grounds where they are more available to visitors. They also need to be serviced throughout the day and that needs to be in the contract; 7) there needs to be volunteers at each gate before the show to take vendors to their lot(s) as a matter of customer service; 8) we need the unloading area to be able to handle unloading from a trailer end or sides; 9) at least two telehandlers plus other assorted forklifts are needed; 10) the fans that Dodge County placed in various education and exhibit tents were greatly appreciated by staff that had to work in there all day; 11) need to have dates specified in the generator contract so electricity is available as needed before and after the show; 12) fuel for demonstrations is an increasing issue due to cost. Donations would be a great help; 13) the Hospitality Committee is responsible for information booths and training booth volunteers beforehand; 14) Executive Committee members are often approached by newspaper reporters to get stories for a daily newspaper. Be aware that there are rules on what can be provided on tent city and how it can be distributed; 15) Ride and Drive events need good signage to get participants; 16)

the Multi-County meeting is set for December 4 at the Elizabeth Inn, Plover. 9-10 am is social time and treats, 10:00 a.m. is the meeting and 2 p.m. adjourn. Thompson suggested that committee chairs be appointed before the Multi-County Meeting; 17) be aware that the FTDs, Inc. Board has been spending \$20,000 per year recently for increased promotion of the show. This has been spent on radio, newspaper ads, etc.; and 18) Exhibitors would like an air conditioned trailer to relax and socialize on the grounds.

Wildeck mentioned that an Invoice form and Travel Expense Report have been posted to the web page in a volunteer resource area. The URL "marathonfarmtech.com" has been legally licensed for our use through July, 2012. Temporarily this address directs browsers to the FTDs page at Marathon County UW-Extension. It will be redirected to the commercially developed page when available. Be aware that we are holding 14 hotel rooms in Pierce County for the 2010 show (10 held by Thompson and 4 by Wildeck). We will work out the details later, but nearly all rooms in River Falls and surrounding communities are already sold out. A business card from the Dodge County FTDs show was circulated as an idea for our group. Ken Seehafer informed the group that he is negotiating on a land purchase opportunity with a closing date set for October. Thompson suggested that the Executive officers work with Seehafer on this if the purchase amount is such that our contractual agreement requires Farm Technology Days approval. Wildeck will follow up on this.

Brief Committee Updates: Oelke reported that the Field Demonstration & Layout Committee has a meeting coming up soon. Wilson said the Youth Committee visited the Dodge County show on Tuesday. Bayer said the Food Committee is suggesting more toilet availability. Committee is also recommending more locations for beverages, and looking for better identification of food tents. All food items will be in even dollars. Would like to try the idea of separate exhibitor food tents.

Correspondence and Announcements: none

Next Meeting Date/Time/Location: The next meeting will be Wednesday, October 7 from 2:30 to 4:30 pm, at 212 River Drive, Wausau.

Adjournment: Motion by Oelke and seconded by Mortenson to adjourn at 4:55 pm. Motion carried.

Submitted by,
Mike Wildeck, Executive Secretary

Upcoming Dates:

- October 7 – Executive Committee regular meeting at 2:30 pm, 212 River Drive
- November 4 - Executive Committee regular meeting at 2:30 pm, 212 River Drive
- December 2 - Executive Committee regular meeting at 2:30 pm, 212 River Drive
- December 4 – Multi-County Meeting at 9 a.m. to 2 p.m., Elizabeth Inn, Plover

APPROVED BY EXECUTIVE COMMITTEE -- OCTOBER 7, 2009