

**2011 Wisconsin Farm Technology Days
Executive Committee Minutes
November 5, 2008**

LOCATION: 212 River Drive, Conf Room #5

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

GUESTS: Mary Slogoski, Jackie Carattini, Jean Berger, Kris Tiles, Sue Martell

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

Minutes from Oct 1 and Oct 17 Meetings: Motion by Radtke and seconded by Oelke to approve minutes from the past two meetings. Motion carried.

Review Agenda for Changes/Additions: None.

Introduction of UW-Extension Staff and Department Logic Model: Introductions made of all in attendance. Several members of the UW-Extension staff have some familiarity with the Farm Technology Days show, and some have even been involved in the planning and implementation. Berger mentioned her role in the 1996 show and believed it was a very positive experience for the community. Thompson reminded everyone present of the educational role that UW-Extension staff have as compared to the role volunteers have in show management and conducting various activities. Wildeck shared copies of a new Department Logic Model on the 2011 WI Farm Technology Days. This helps communicate to the county board and others the specific outcomes that UW-Extension hopes to realize from investing significant staff time and financial resources to this effort.

Host Farm Family Contract: Thompson said the first order of business was to set dates for the 2011 show. The Tuesday through Thursday of the second or third weeks in July are the most likely options. Wildeck said Darien Schaefer, Executive Director of the Central WI Convention and Visitors Bureau did not see a significant conflict with other local events during that timeframe. Some discussion that the earlier dates may provide some much appreciated "space" for volunteers before the Wisconsin Valley Fair in late July/early August. Others commented that forages should be available for field demonstrations by the second week of July. Motion by Oelke and seconded by Buttker to select July 12-14, 2011 as our show dates. Motion carried.

Contract with host family was discussed and modifications made as suggested by Executive Committee and host family members. Thompson reviewed policies and the

opportunities that the host family has to negotiate deals with vendors. Contract copies were printed and circulated for signatures at the meeting.

Thompson suggested a media day to announce the selection of a host farm and show dates. Time is needed to gather information and develop news releases for the media. Consensus reached that the media day will be held Tuesday, November 11 at 1:30 pm, at the Conference Rooms, 212 River Drive. The Executive Committee will be invited to participate and meet with the media.

Discuss Location/Time of Future Regular Meetings: Discussion about moving the regular meeting location west of Wausau. This will probably be more convenient as committee chairs participate to provide progress reports and updates. No action taken at this time, but the issue will likely be brought up again as needed.

Review of Policy Documents: Not enough time remaining to review at this time. Glenn asked that this be placed early on the next regular meeting agenda. He expects this will take about an hour.

Attendance Plans for Dec 5 Multi-County Meeting: At this time, Mickelsen, Oelke, Seehafers (Ken and Karen), Wildeck, Wilson, Radtke, Mortensen, Buttke, and Cihlar plan to participate. Langenhahn has a conflict with a national meeting that day and won't be able to attend. Wildeck will check with others. The meeting is an opportunity to discuss the final reports from the various committees in Brown County, and to meet with show planners in the other host counties. Meeting starts at 9:30 am and concludes at 2 pm. Wildeck will arrange for a van with pickups in Wausau and the Stage Stop Restaurant, Mosinee.

Next Meeting Date/Time/Location:

Our next regular meeting is Wednesday, January 7, at 2:30 pm, Conference Room #3, 212 River Drive, Wausau.

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

Submitted by,
Mike Wildeck, Executive Secretary

ADOPTED at the January 7, 2009 Executive Committee Meeting.

REMINDER: regular meetings are the first Wednesday of each month and will be cancelled if there is no urgent business