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**JOINT MEETING
WASHINGTON COUNTY
EDUCATION AND CULTURE COMMITTEE
AND
FINANCE COMMITTEE**

7 Fair Park
8 West Bend, WI

August 12, 2010
10:00 a.m.

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10 Present for the Education & Culture Committee: Present: Marilyn H. Merten, Raymond W. Heidtke, Michael C.
11 Bassill, Kenneth W. Brandt, and Lee Krueger.

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13 Present for the Finance Committee: Ralph R. Hensel, Richard L. Bertram, Leslie Borman, and Joan A. Russell.
14 Excused: Todd Healy

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16 Also Present: Administrative Coordinator Doug Johnson, Chairperson Herbert Tennes, County Attorney Kim
17 Nass, County Clerk Brenda Jaszewski, County Engineer Scott Schmidt, Assistant Facilities Manager Deb Martz,
18 Fair Park Executive Director Tera Greenland, Fair Park Associate Manager Sandy Lang, Fair Park Accounting
19 Manager Debbie Hoefert, Finance Director Susan Haag, Supervisor James Core, AIS Board Members Barb
20 Lemler, and Scott Rimmel.

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22 Chairperson Hensel called the Finance Committee meeting to order and read the Affidavit of Posting.

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24 Chairperson Merten called the Education & Culture Committee meeting to order and read the Affidavit of
25 Posting.

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27 **2010 WASHINGTON COUNTY FAIR FINANCIAL REPORT**

28 *Fair Park Executive Director Tera Greenland*

29 Ms. Greenland presented a financial report showing the 2010 Washington County Fair impact on Washington
30 County Fair Park and discussed how the inclement weather affected Fair revenues. Ms. Greenland reported Fair
31 Park had a 2010 budget of approximately \$1.68 million and anticipated approximately \$1.1 million in revenue
32 from the County Fair. Now, Fair Park is projecting a potential shortfall of \$70,394. The Fair had attendance of
33 65,000 for its six-day run, generating revenue of \$850,341, which is \$258,000 less than the \$1.1 million expected.
34 Ms. Greenland explained admissions and beverage sales are the two major revenue sources from the Fair. In
35 2009, Thursday's admissions sold at the gate were \$76,500; however, this year Thursday's admissions sold at gate
36 year were only \$15,000. In 2009, Thursday's beverage revenues were \$37,700; however, this year Thursday's
37 beverage revenues were only \$11,000. For Thursday alone, the Fair lost \$87,000 in admission and beverage
38 revenues. Ms. Greenland, on behalf of the AIS, is requesting a grant in an amount not to exceed \$95,000 from the
39 County to pay Fair related expenses.

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41 **CONSIDERATION AND ACTION ON REQUESTS(S) RELATING TO 2010 COUNTY FAIR**

42 For the Education & Culture Committee, moved by Mr. Bassill, seconded by Mr. Heidtke to authorize the County
43 Attorney to prepare a resolution to grant up to \$95,000 to the AIS to pay 2010 County Fair related expenses,
44 subject to the approval by the County Finance Director, and forward to the Finance Committee and County Board.
45 Motion carried.

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47 For the Finance Committee, moved by Mr. Borman, seconded by Ms. Russell to authorize the County Attorney
48 to prepare a resolution that would grant up to \$95,000 to the AIS to pay 2010 County Fair related expenses,
49 subject to the approval by the County Finance Director and forward to the Finance Committee. Motion carried.

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51 **ADJOURNMENT OF FINANCE COMMITTEE**

52 Moved by Mr. Bertram, seconded by Mr. Russell to adjourn the meeting at 10:38 a.m. Motion carried.
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DAMAGE TO FAIR PARK GROUNDS AND POSSIBLE ACTION

Appearance: County Engineer Scott Schmidt and Assistant Facilities Manager Deb Martz

Mr. Schmidt and Ms. Martz reported on the damage to some of the grass areas at Fair Park due to the wet conditions during the fair. The areas need to be cleaned up, regraded, and reseeded. Ms. Martz reported they have three estimates, one from the Highway Department and two from private contractors. The Highway Department provided an estimate of \$12,000 to \$15,000. Unique Services provided the lowest estimate of \$10,400. Ms. Haag explained that if a project is over \$10,000, by State Statutes, it becomes a public works project and needs to be formally bid out and is subject to prevailing wage rates. Ms. Martz reported it would be more of a challenge to bid the project out and would involve a lot of staff time to oversee the contractor on the project. Ms. Martz explained that there would be funds available by delaying the tuckpointing and possibly the purchase of the floor scrubber to cover the costs for the grounds repair. County Attorney Nass stated that if it is the determination of the Committee to award the Highway Department this project, she would verify with the County Code and State Statutes that proper procedures are being followed.

Moved by Mr. Heidtke, seconded by Mr. Krueger to authorize the County Highway Department to repair the Fair Park grounds, at a cost not to exceed \$15,000. Motion carried with Mr. Bassill voting no.

WASHINGTON COUNTY CONVENTION AND VISITORS BUREAU PRESENTATION

Appearance: Elaine Motl, Executive Director

Ms. Motl presented a request for county funding and partnership to promote tourism development in Washington County. Ms. Motl presented a comprehensive marketing plan to attract specific target markets to the Washington County and reported on her success in renewing relationships and securing financial support from the cities, villages and towns in Washington County. The Education and Culture Committee will consider the Convention and Visitors Bureau funding request on August 24, 2010.

ADJOURNMENT

Chairperson Merten adjourned the Education & Culture Committee meeting at 11:52 a.m.

Brenda J. Jaszewski, County Clerk