



**CITY OF MERRILL**  
**FESTIVAL GROUNDS COMMITTEE**  
**AGENDA • THURSDAY JUNE 7, 2018**

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**Regular Meeting**

**Bierman Building**

**6:00 PM**

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- I. Call to Order
- II. Minutes of previous meeting(s):
  1. Minutes of May 3, 2018 meeting
- III. Agenda items for consideration:
  1. Rodeo update
  2. Tractor Pull update
  3. Fair update
  4. Calendar of Events/Feedback
  5. Discussion on "stand retirement"
- IV. Monthly Reports:
  1. Food Vendor Rep. Caylor
  2. Festival Grounds Manager Bjorklund
- V. Public Comment Period
- VI. Establish date, time and location of next meeting
- VII. Adjournment



**CITY OF MERRILL**  
**FESTIVAL GROUNDS COMMITTEE**  
**MINUTES • THURSDAY MAY 3, 2018**

**Regular Meeting**

**Bierman Building**

**6:00 PM**

**I. Call to Order**

Alderman Norton called the meeting to order at 6:00 P.M.

Attendee Name	Title	Status	Arrived
Rob Norton	Aldersperson - Seventh District	Present	
Tim Meehean	Aldersperson - Eighth District	Present	
Neal Christensen	Food Vendor Rep.	Present	
Bryan Bloch	Rodeo Assn. Rep.	Present	
Brad Becker	Fair Assn. Rep.	Present	
John M. Van Lieshout	Aldersperson - Fifth District	Present	
Derek Woellner	Mayor	Present	

Also in attendance: City Administrator Dave Johnson, City Attorney Tom Hayden, Festival Grounds Manager Richard Bjorklund, Diane Wais, Bill Bialecki, Darryl Barker, Kandy Peterson, Mike Caylor Jr. and City Clerk Bill Heideman. Two students were in attendance to tape the meeting for Merrill Productions.

Alderman Norton welcomed Mayor Woellner and Alderman Van Lieshout as new committee members.

**II. Minutes of previous meeting(s):**

**1. Minutes of April 5, 2018 meeting**

Motion (Meehean/Becker) to approve.

<b>RESULT:</b>	<b>APPROVED</b>
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**III. Agenda items for consideration:**

**1. Continue discussion and reopring of alcohol licensing**

City Attorney Hayden remarked that it is possible that being a licensee is beyond the scope of what any of the interested groups can or are willing to handle. He suggested that temporary Class "B" (picnic) beer licenses continue to be the avenue to allow beer in the Bierman Center. This type of license does not include liquor. Alderman Norton agreed with this suggestion.

No action was necessary, requested or taken. Unless circumstances change, this item will not appear on future agendas.

**2. Rodeo update**

The 2018 rodeo is scheduled for June 8-10. A poster advertising the upcoming rodeo was circulated. Rodeo Association Rep. Bloch noted that more posters are available to anyone who would like to help advertise the rodeo.

Attachment: 2018-05-03 FGC Minutes (3326 : Minutes of May 3, 2018 meeting)

Rodeo Association Rep. Bloch reviewed the schedule of events for the 2018 rodeo. He then gave a verbal status report on the arena-area improvements project.

### 3. Fair update

Fair Association Rep. Becker reviewed the schedule of grandstand shows for the 2018 fair. All fair preparations are going smoothly at this time.

### 4. Calendar of Events

The calendar was in the meeting packet.

Diane Wais reported that the VFW has decided to hold their August 11<sup>th</sup> event elsewhere. For information, an application form for Bierman Building/Expo Center users/renters was distributed.

### 5. 2019 & 2020 Fair dates

The 2019 fair is scheduled for August 14<sup>th</sup> to August 18<sup>th</sup>. The tentative dates for the 2020 fair are August 19<sup>th</sup> to August 23<sup>rd</sup>.

## IV. Monthly Reports:

### 1. Food Vendor Rep. Christensen

Food Vendor Rep. Christensen reported that their group had a meeting at the Eagles Club on April 26<sup>th</sup>. Four of the seven groups were represented at that meeting. The seven groups are busy working on preparations for 2018 events.

Food Vendor Rep. Christensen submitted a letter of resignation, effective May 31<sup>st</sup>, 2018. The letter explained that Michael Caylor Jr. has been elected to represent the food vendors (permanent stands) on the Festival Grounds Committee, contingent upon mayoral appointment and Common Council approval.

### 2. Festival Grounds Manager Bjorklund

The monthly report was in the meeting packet.

Festival Grounds Manager Bjorklund reported that a Tractor Pull meeting was held on May 3<sup>rd</sup>. Two wrestling entities have expressed interest in having an event in the Bierman Building, and two gun shows have already been booked.

## V. Public Comment Period

Bill Bialecki thanked Neal Christensen for his work on the committee.

## VI. Establish date, time & location of next meeting

Motion (Christensen) to hold the next meeting in the Common Council Chambers at City Hall. Motion failed due to lack of a second.

The next meeting will be Thursday, June 7<sup>th</sup>, 2018 at 6:00 P.M. at the Bierman Building.

## VII. Adjournment

Motion (Meehean/Van Lieshout) to adjourn. Carried. Adjourned at 6:53 P.M.

## UP COMING EVENTS AT THE FESTIVAL GROUNDS

<b>JUNE</b>	06-02-18	Wedding	
	06-07-18	Festival Grounds Committee Meeting	
	6-8, 6-9, 6-10	Rodeo	<b>ARENA</b>
	06-15	Riders Club	<b>ARENA</b>
	06-16-18	Gaming	
	06-30-18	Wedding	
<b>JULY</b>	07-05-17	(Festival Grounds Committee Meeting) to be set by Committee	
	07-07-18	Tractor Pull	<b>ARENA</b>
	07-07-18	Wedding	
	07-20-18	Riders Club	<b>ARENA</b>
	7-27, 7-28	Wedding	
<b>AUGUST</b>	08-02-18	(Festival Grounds Committee Meeting) to be set by Committee	
	08-3/08-4	Relay for Life	<b>GROUND</b>
	08-04-18	Wedding	
	08-10-18	Wedding (Tentative)	
	08-10-18	Riders Club	<b>ARENA</b>
	08-15/08-19	FAIR with set up and take down the month of August	<b>ARENA/EXPO/GROUND</b>
	08-31-18	Riders Club	<b>ARENA</b>
<b>SEPT.</b>	09-01-2018	Wedding	
	09-03-18	Labor Day Activities after Parade	<b>GROUND</b>
	09/14 & 09-15	NRA Gun Show	
	09-15-18	Pork in the Park	
	09-22-18	Wedding	
	09-29-18	Wedding	

### **OTHER EVENTS**

The Riders Club will be putting on (6) Friday shows in the Arena. They will be held on May 18<sup>th</sup>, June 15<sup>th</sup>, July 20<sup>th</sup>, August 10<sup>th</sup>, August 31, and September 14<sup>th</sup>.

4-H Dog Training will be held on the Grounds on June 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup> and 25<sup>th</sup>, July 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>, and 30<sup>th</sup>, and August 6<sup>th</sup>.

This will also be sent out in the packets for the June meeting.

**The Lincoln County Fairgrounds Permanent Stands Group met on May 24<sup>th</sup>, 2018 at 6:30 PM at the Merrill Eagles Club.**

**Attending:**

Jerry Leopold – Eagles Club

Darrel Barker – Knights of Columbus

John Rathke – VFW

Valerie Caylor – St. Francis

Mike Caylor – St. Francis

The Lions Club and Optimist Club rep's both RSVP'd that they would not be able to attend due to prior commitments.

Mike Caylor called the meeting to order at 6:30 PM

Items of discussion:

**Rodeo:**

Eagles will be serving beer in conjunction with the Rodeo, St. Francis will be open and are working on finalizing their menu, Knights of Columbus will not be opening.

**Tractor Pull:**

VFW will be open, Knights of Columbus will be open but they are not sure of what role they will have that day, St. Francis advised they would have been opened but they were told they could not, St. John's was also prevented from opening.

**Karaoke:** A discussion was held regarding entertainment provided by the two beer stands and what their desires were for the future.

**Fair Dates:** Rep's were reminded the fair will likely move back to July for 2019 and beyond. The actual confirmation of this move will happen after this year's fair, hoping all goes well between the carnival and the fair board in order to secure a partnership for many years to come that benefits all of us.

**Labor Day:** A discussion on food vending for Labor Day was put on hold until more food stand reps are present.

**Recycling:** All stands expressed the desire to allow for the collection of recycled materials following events. We also would like to see recycling containers around the grounds such as the ones that are at Marathon Park to encourage recycling.

**Fair Stands Future:** Chair of the city committee Norton has agreed to include an item about fair stand sales. Although no specific club is being identified at least one club is wondering what would happen if they were to retire their stand and if they could sell it to another non-profit group. This will be addressed at the June 7<sup>th</sup> city meeting.

**Events:** A general discussion was held on what direction the groups would like to see the city Festival Grounds Committee go into the future. Everyone agreed they would like to a group effort on increasing events in front of the grandstand.

**Dates for meetings:** In keeping with the previous meeting track record our future meeting dates were provided into the fall.

**Local Products:** All stands were reminded that if possible we should purchase products from local suppliers. In the past Merrill Distributing has done a presentation to our group and Caylor spoke of the benefits from using Russ Davis. All groups were reminded to set up an account in advance in order to ease purchases. County Market and Geiss Meat Service was also mentioned as consistent local suppliers.

The meeting was adjourned at 6:55 PM.

Notes by:

Mike Caylor – Chair

409 N. Scott St

Merrill, WI 54452

## Merrill Festival Grounds

June 7, 2018

Grandstand and Grounds:

### General:

The Merrill Amateur Radio Group would like to do an overnight event in June. They are polling their members to see if they are able to pay a rental fee. More information will be known by meeting time.

Placing an interstate facing billboard on City property is ongoing with a probable underwriter. The underwriting has been discussed at several levels inside of the company and continues to pass review by corporate departments.

New lighting is a very welcome grounds wide addition. Installation of the new restrooms may not be completed in time for the Rodeo.

Identification and prioritization of capital improvements for the grounds is an ongoing exercise and is conducted in accord with the TIF requirements and user group needs. Current projects to improve the appearance and function of existing buildings will be noticeable to the community and user groups.

Successful Festival Grounds facilities are generally described as:

1. Year-round facilities are multi-use
2. Indoor, fully climatized exhibition-style building
3. Entertainment venue customized for specific market demand in the form of a grandstand, race track, indoor arena, amphitheater, etc.
4. Defined and improved camping facilities
5. Dedicated livestock facilities
6. Up-to-date restrooms and patron amenities

The Study recommends two key characteristics:

1. Pro-active marketing and management of the facilities – This includes creating marketing materials, establishing co-marketing
2. Relationships with local/regional tourism organizations and businesses, conducting travel and tours for prospective clients and, in some cases, self-promoting of events and activities.

The City of Merrill has moved past some of the study recommendations but it is always prudent to review the comprehensive study so that future planning does not miss items.

Additional categories could include: Perimeter Fence (with caution), reduction of Humane Society footprint, paving/asphalt, plantings, trees, electrical grid, winterized buildings, canopies, shade and rest areas, picnic tables, sewer and water hook-ups,

#### **Tractor Pull:**

NTPA/WTPA consultants have made recommendations to assist Merrill to make the correct dirt preparations and plan for physical improvements if necessary.

WTPA has confirmed 4x4 class. Future events may include garden tractors, semi-trucks, etc.

The Tractor Pull has retained a marketing designer focusing on social media, purchased time, branding, logo design, web design and unified messaging.

Pricing will be reduced to that of the year one event in concurrence with the sponsor and underwriter.

The event has a goal of excess revenue being contributed to the capital improvement of the grounds.

Antique Tractors event will end by 3pm to accommodate more extensive track preparation.

#### **Rodeo:**

The committee has been approached to alter the arena set-up for the bulls and barrels event. That request is declined for safety and security reasons.

New web-site and marketing design is being rolled-out by the Kirtchman group.

#### **County Fair:**

August 15-19

Consistent with every major Fair and Festival in the state, it is strongly recommended that fencing inside the fairgrounds be reduced or eliminated. Check points for age should be maintained with a stamp or wristband given for daily ID. Encourage all beer stands to provide entertainment.

Location of the new restrooms may reduce carnival footprint but some adjustment might be possible east of the restrooms.

Use Expo stage for contests and additional programs.

The committee in charge of the livestock auction (the fair is a terminal show) has done a superb job of lining up corporate and private buyers for the auction. It is one of the better auctions in the state in the county fair category. The work done by the committee is a model for the fair to

use in seeking additional support, sponsorship and possible angel underwriting. Such additional support will help the fair continue to be a “free fair”.

**Bierman Expo Hall:**

A Group has been contacted, visited the facility and has agreed to bring 2 gun shows per year to the Expo (September and March).

The High School used the Expo for Prom and have been very complimentary over the success of the event.

We have been complimented by user groups for such clean facilities, for the building being well laid out and equipped, and for rental rates that are very user friendly and equally applied.

Reservations for weddings in summer of 2018 are increasing monthly. Diane is superb at talking with the potential users. She has excellent acumen for event business.

Jack Koshick, talent buyer for NRG Radio is interested in the Expo as a possible concert site as well as wrestling events. He has visited on-site and met with some of the city representatives and resources.

Cameo Roets, Marketing director for WIFC, WDEZ, WSAU, WOZZ AND Fox has visited and is considering producing radio station entertainment concerts at the expo. She and her operations manager were very impressed with the facility and its application to their event needs.