

South Lake County Agricultural Historical Society

Board of Advisors meeting 5-24-2021.

The board of advisors meeting of the South Lake County Agricultural Historical Society was called to order by President Bill Wiater. The secretary's minutes are on the website. Bill reminded us that there are only 2 meetings until the show. Kim Peterson gave the treasurer's report with a beginning balance of \$14,035.40 Income \$419.88 Expenses \$2979.08 leaving a balance on hand of \$11,476.20. The gaming account beginning balance was \$1613.03 Expenses for bingo \$120.00 Leaving a balance on hand of \$1493.03. Our savings balance is \$5146.17. Irene Doty made the motion to approve the treasurer's report seconded by Ann Marie Wicik and passed. The outstanding bills total \$5480.99, the motion to pay the outstanding bills was made by Sandy Monroe and seconded by Ann Marie Wicik and passed. Kim Peterson asked to take around \$9000 from the investments for the show, Jerry Heick made the motion to table it until the next meeting and speak with Mike Dexter at Edward Jones first to see how to proceed. Seconded by Ann Marie Wicik and passed.

Old Business: There are 6 individual plots, and all are planted but one. There will be a workday and every Saturday prior to the show, we need to get the signs done and ready. Bill said he got a grommet tool to fix the signs that needed new grommets. They worked on the binder and signs last week. There were 22 people at the Spring Fling, thanks to Ann Marie, Sandy Strader and Gloria Miller for their work in making it successful. Dan Klein reported that he spoke with Mark Reiners from Universal Lighting and he is a contractor that works with NIPSCO, with the rebates, he can swap our building lights out with LED fixtures for about \$10 a piece and if we have a qualified construction worker, they can even be lower priced. We will be at the Crown Point Culvers on June 5 from 10-2, although Bill is checking on the 10-8 times that are on the flyer, she said that cars were ok to come but we can't have any parking in the restaurant parking lot. It was suggested that we send the flyer out by Mail Chimp. Dan and Dave Fritz met with Steve from MJ Electric and discussed where our special electric needs are. Dan is trying to get access to the sound booth by the horse arena for the band to play on Friday night and that building can be used by the treasurer to count money rather than the trailer. That will free up the area next to the show pavilion for golf cart parking, but it was suggested that we need parking signs. Julie Fritz and Dan Klein have been working with Kelly Dykstra from the Cedar Lake Farmers market for our artisan market and potential food trucks. Julie Fritz reported that it has been suggest that we start selling pre-entry tickets on our website or Facebook page. She investigated Eventbrite and Pay pal for that. She inquired with the fair board about setting up Wi-Fi at the fairgrounds for our show and that would cost us \$1000 plus the set up for internet, that we could potentially share with the fair board. Dave Fritz made the motion to not install Wi-Fi and internet this year seconded by Jerry McGarr and passed. It was suggested that we investigate it further next year and potentially work to have it installed permanently at the fairgrounds with other events chipping in. Julie Fritz said that the 4th of July parade will be moved up to 11 am from 2pm and asked that anyone interested in being in the parade contact her. Julie clarified that we have 5 regular golf carts and 2 4 passenger carts reserved and that total will be \$1215. She discussed advertising, to have print ads in the family flyer June and festival edition for \$567, Auto and RV Trader 2 separate weeks for \$412 and \$3000 for the Times digital ads, 50,000 exit ads and 33,000 glossy 2 sided inserts on the June 30 edition. We will also have print ads in the Times for no additional cost running in the not-for-profit spotlight, press release and more pictures closer to the show. Via marketing will be running our Facebook and Instagram ads for 6 weeks at \$15 per day,

running 2 different ads, that included \$1350 for their set up, platform, monitoring and reports and \$1170 for media ads. Gloria Miller questioned the logo and how it was approved. Jim Burk made a motion to not do the Auto/RV trader ad, seconded by Kim Peterson and passed. Bill Wiater said he gave our scholarship out to Jacob McKay, Kim Peterson said we should investigate giving out more money next year. Complimentary passes were discussed including giving some passes to the board members for their increased work this year. Jerry Heick made a motion to give each director 4 complimentary passes seconded by Ann Marie and passed. 4x8 signs need to go up around June 1, Sean Dixon is working with Jim Burk on changing over the dates. You can pick up yard signs any Saturday at the club building between 9-12, or Jerry Heick will have them at the Culvers show. Bill Wiater reminded us that everyone is responsible for cleaning up their own area, Bill and Jerry McGarr will have their vacs at the show for cleanup. Paying for camping at the show was discussed, Dan Klein has been working with Irene Doty on it, Sandy Stropky made a motion to charge \$10 per night for camping for everyone. Seconded by Jerry McGarr and passed. We need a new hand pump for the diesel tank at the buildings he priced a couple of them. Jerry McGarr said he has some and will donate one to the club. Dave Fritz and Bill Wiater will go to the fair board meeting on June 3 to request 10 bleachers, arena lights, tractor pull equipment, water, campground electric and sound system. Dave Fritz suggested that only one person interact with our electrician and the fair board. Bill said he has a friend with a remodeled garden tractor that he turned into a train engine, he may be trying to sell it, Bill will be in touch with him. Irene Doty asked about the 2020 plaques and buttons, we can put the plaques in this year's exhibitor envelopes and sell the rest in the salable booth. Sandy Monroe asked about putting a long-term flea market in the Fine Arts building. Sky Catering was discussed, about where to park their cars and they will be asked not to park by the Show Pavilion and the petting zoo. There is a Father's Day car show that we have been invited to at the Gary Sportsman club, Jerry Heick can get the information and it will be posted on Facebook. Dan Klein spoke with Ray Morado from the Regional Streeters and band, on Friday night it was suggested that they put the cars on the west side of the arena, with the band on the porch of the arena office and the bags tournament in front of the bleachers. He also said some of the car guys can help with the gates. We will need to schedule and have people driving the people movers, we have 2 volunteers, Sean Dixon, and Chuck Faurot. Dan Klein said that the boy scouts are unable to help us, and the girl scouts will get back to us. It was suggested that gate one needs a tent, Sandy Stropky has one that they can use. Ann Marie made the motion to adjourn, seconded by Sandy Strader and passed at 9:00pm

Respectively submitted,

Julie Fritz

secretary