



May 2, 2024 Board Meeting Minutes

Children's Imaginarium
195 North 2nd Street
Wausau, WI 54403
5:00 pm

Board Meeting called to order by B. Jilek. Roll call taken by Maguire.

Present: Randy Thurs, Chris Jilek, Jodi Maguire, Jennifer Drabek & Brandon Jilek.

Guest: 15 Community Members

Approval of Board Meeting Minutes

C. Jilek stated in the last meeting minutes it was stated Spicy Tie Band was the band performing on Friday evening for 2024 instead of Rising Phoenix. Maguire apologized for the mistake and stated she make note in the current board meeting minutes.

A call for a motion to accept the April 18, 2024 with the correction of Spicy Tie Band to Rising Phoenix for the Friday evening band as printed by Thurs, second by C. Jilek, approved by all.

Drone Show Presentation:

Graham Hill from Hire UAV Pro attending the meeting virtually to give a small presentation on how the drone show works. Hill gave examples of what can be done and an overview on how long the show will last and the process.

Process Updates/Old Business

Maguire gave a brief update on where things are at. Maguire stated a new balloon meister is interested in joining the Taste N Glow that lives closer to Wisconsin. This is a professional balloon company and can draw in more pilots and entertainment. Maguire stated a new proposal and contract will be shared at the next meeting for board to discuss. New balloon meister will have the ability to bring tethered balloons as well.

Discussion on Volunteer Coordinator

C. Jilek introduced Amanda to the board and stated she is interested in helping with the coordination of the volunteers. Amanada stated she won't be able to attend the event due to prior commitments but is willing to organize and recruit volunteers leading up to the event.

Budget

B. Jilek gave a brief overview on how funds are sitting and what funds need to come in. Discussion on volunteer opportunities was presented. Maguire typed up a list of sponsorship levels for the community and board to agree on. The presenting sponsor/drone show sponsor opportunity was increased a little for a one-night sponsorship opportunity or a package deal for the two nights. Everyone agreed on amounts, Maguire stated she will email out the final version of sponsorship opportunities for everyone to make contacts.

Admission at Gate Fees

Discussion on how much will be charged daily and a weekend pass. Board and community members agreed on \$10 per day for adults, 12 to 16 years of age \$5.00 and under 12 for free. Discussion on presale tickets and the ability to purchase on website. B. Jilek stated he will look into this and report back and start program if it is feasible. Discussion on offering \$1.00 off if they purchase ticket in advance but spectator would have to cover the cost of processing fees.

Discussion on cash and having credit card be an option on site. Board agreed to have cash taken at event and also accept credit cards.

A call for a motion to look into a presale platform to sell 2024 event tickets made by Thurs, second by C. Jilek, approved by all.

Discussion on Children's Activities

Gloriann Doyle attended the meeting virtually and gave feedback on the Children's section from 2023. Doyle stated WIAA provided 800+ activity packets to children that weekend. Discussion on if WIAA would like to be apart of the event for 2024. Doyle stated she will ask her board and provide feedback. Julie Bollmann from the Children's Imaginarium was also present at the meeting. Board asked if she would be interested in a partnership to help lead the children's activities area. Julie stated she would have to look more into it and doesn't know if the Children's Imaginarium would have the volunteers to support. Bollman stated she will evaluate it and reach out to Maguire for more insight.

New Business

Discussion on reaching out to past contacts for partnerships on the event.

Discussion on landowners near the Trailmates Field grounds. Maguire stated a post card can be mailed out within a certain mile range to inform landowners of the event. Discussion about offering admit one free admission on the post cards. Maguire will research out and get things established.

Community members asked about a Car Show tab being added to the website and a PDF being displayed. Maguire stated she will look into the new tab and will post car show details on website and Facebook.

Next board meeting will be held on Wednesday May 15, 2024 at 5:00 pm. Location will be announced later.

Call for a motion to adjourn by Thurs, second by C. Jilek, approved by all. 7:20 pm.