

**PROCEEDINGS OF THE BROWN COUNTY
VETERANS' RECOGNITION SUBCOMMITTEE**

Pursuant to Section 19.84, Wis. Stats., a regular meeting of the Brown County Veterans' Recognition Subcommittee was held on Tuesday, March 19, 2019 at 4:30 pm in Room 201 of the Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

PRESENT: Chair Erickson, Duane Pierce, Joan Brusky, Joe Aulik, Louise Dahlke
EXCUSED: Jerry Polus, Ed Koslowski

1. **Call Meeting to Order.**

The meeting was called to order by Chair Bernie Erickson at 4:30 pm.

2. **Approve/Modify Agenda.**

Motion made by Joan Brusky, seconded by Duane Pierce to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

3. **Approve/Modify Minutes of February 19, 2019.**

Motion made by Duane Pierce, seconded by Louise Dahlke to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

4. **Discussion re: Honor Rewards Program.**

Joe Aulik noted that there were no changes at the time.

Chair Erickson spoke of a contact he has at Downtown Green Bay, Inc. who has the ability to send emails to around 100 businesses regarding this. They plan to wait a while yet on this matter though.

5. **Discussion re: 2019 Veterans Appreciation Day at the Brown County Fair.**

Erickson thought they were pretty well on their way with this.

Erickson wished to combine items 5 & 6 to lengthen the discussion.

6. **Discussion re: Possibly Honoring Peacetime and Non-Combat Veterans at the Fair.**

Dahlke wanted to know if all Peacetime and Non-Combat Veterans would be honored or if certain years would be specified.

Erickson replied that it would include anyone that wants to come out that falls into this category. No particular years or anything like that. Erickson pointed out that there were a lot of individuals that were stationed in California, New Jersey and places like that during Vietnam that would be rightfully honored under this category.

Pierce and Brusky added that there were a lot of these types of Veterans during the Korean War as well.

Erickson said it's always tough to tell what will give a good turnout. He mentioned that they always buy dog tags, one side is printed with Brown County and they are a sort of memento for these Veterans. He said he always

orders about 200 of these and they went through a lot of them during the Vietnam recognition and he has a feeling that this could bring a lot of people out. Therefore, he decided to order 200 more of these. He said most likely that this wording would be similar to what they end up honoring at the fair, specifically "Peacetime and Non-Combat Veterans of Brown County," or something to that effect respectively.

Dahlke asked if they wanted her to get the stage.

Erickson replied that they would want it. He wondered if it was still planned for Sunday.

Dahlke said that this was the case.

Erickson said the families that had kids loved this and even after the event was over they were still there having a good time.

Pierce noted that he has spoken to people who thought that this was a good idea.

Dahlke informed the committee that they are trying to get the Budweiser horses back again. This looked pretty positive but she didn't know anything for sure at the moment. The big thing that they are working on right now is the possibility of having sea lions that would be visible at all times. She also wanted to bring up before anyone goes and checks online on the Wisconsin State Fair website for dates in 2020 that they are currently wrong. Fair dates in 2020 are actually August 19th-23rd and not the 12th-16th. The 2019 dates are correct though.

Erickson said that this would be approached in 2020.

Director of Administration Chad Weininger entered at 4:39pm.

7. Discussion re: Certificates of thanks for donations for Veterans Appreciation Day at the Fair.

A brief discussion occurred regarding Certificates of Appreciation for those that donated to Veterans Appreciation Day. A list of those entities was provided to the County Board staff who will prepare those Certificates for the relevant parties.

Brusky wondered if this would occur every year.

Erickson said that this could indeed be done every year for major donors.

8. Report of CVSO Joe Aulik – Military Entertainment for Fair.

Aulik passed out a handout about the Liberty Winds Clarinet Quartet and indicated that they have committed to playing in the fair. That handout for more information on them is attached to these minutes.

Erickson asked if they are coming in just for their time slot or are they going to be here all day. Point being, if they were coming in the morning they may want to do a performance on an empty stage or something like that. If they were going to be here for an extended period he wanted to work out some entertainment and food for them and things of the like. He figured they could maybe get them something like Packers Hall of Fame passes.

Aulik said that they are going to be on tour and they are going to work this into their tour and probably come in for their time slot that day. He noted when they get closer to the date he would know more about the itinerary.

Erickson said when they had an Air Force group the last time they had them on a different day even.

Dahlke spoke about The Sugar Bush Boys being scheduled all day on Sunday on the Midway stage. She could mention to them they could have a break because they start out with the Church service and play all day. So she would mention to them that they have someone they want to put on that stage for a while.

Erickson wanted to approach this when they got closer to the date and Aulik knew a bit more. He thought they may also want to perform for more than a couple of hours.

Dahlke added that if they had them at the Midway this would be nice for recognizing Veterans.

Erickson noted that they could coordinate this through Aulik.

Brusky asked if they were for sure coming.

Aulik informed her that they have committed. They just don't know the exact schedule at this moment.

9. **Report from Committee Members Present (Erickson, Aulik, Brusky, Corry, Dahlke, Habeck, Haskins, Koslowski, Metoxen, Pierce, Polus).**

Erickson wanted to comment on the naming rights and Director of Administration Weininger wanted to expand on this matter a little bit. He spoke with Supervisor Schadewald on this matter and he was in favor of this possibility as well involving naming rights. He asked Weininger to explain the naming rights.

Weininger noted that when speaking about naming rights it could be for a 10 year window or a 20 year window. When the County went out and agreed on an MOU with Ashwaubenon the plan was to go out and look for naming rights. Originally when they talked some of the Veterans issues came up. The entire complex is known as the Veterans' Memorial Complex including the Resch Center, the Arena and so forth. That area is and always will be the Veterans' Memorial Complex. It had been talked about at Ed & Rec that the Veterans' Memorial would be built into the architecture of the building and when you walked into the building you would see it and be part of it. In there he foresaw the wording of "Veterans Memorial Expo Hall" or something to that effect.

Erickson said that they could come up with wording as well, with something like "Brown County Salutes" being a possibility. He believed that the honoring came in with WWII and the building that is there now jumped back and honored WWII forward.

Weininger highlighted that the County Board would be able to give the final approval. In their agreement with Ashwaubenon, the architects know that the final design internally with all the Veterans components has to be approved by the Ed & Rec Committee. This gives a little bit more control to the design. This architectural idea or piece would never change, whereas naming rights could potentially change in 10 years.

Erickson clarified that this would be permanent.

Weininger said that the goal would be to have this imprinted in the walls or something so that it would have to be some major renovation for it to be changed. Essentially, have the committee work with the architects so it's not just a plaque on the wall but something dominant so you know when you walk in the building that it is still honoring their services.

Erickson said there could be artifacts to supplement this as well.

Pierce asked if the current memorial outside would still be an outdoor structure.

Weininger informed him that part of the agreement they had was to not touch the outdoor memorial unless it was to enhance it. They were talking about making it more like a parkway, so that structure would be part of that parkway and then expanded. They also spoke of also adding additional walls for more names. The idea is to enhance it and make it more prominent.

Pierce talked about the smaller memorial between the two buildings. He talked with some people and they want to make sure that this stays in there too.

Weininger pointed out 2 things, one being that there is some green space between the Resch Center and the new Expo Hall and this is sort of secluded so it could go right there. Or, a difficult option would be that they try to incorporate this into the interior design. This is more between the Ed & Rec Committee and the architects.

Pierce reiterated that some groups want to make sure that this is still in the area.

Weininger said that when they do demolition that they will have to safeguard it but it will be there when all is said and done.

Erickson thought that it maybe with a bit of fundraising that on the wall with the honors they could possibly add some murals or something like that.

Weininger spoke to the fact that roughly, and emphasized roughly, that there is around \$100,000 set aside for artwork and additional money set aside for internal pieces. So, there should be enough there without getting any additional dollars from other places for this. This would also be run through the Ed & Rec Committee.

Brusky asked about the naming rights component and that it could be something like "Coca-Cola Expo Center" or something to that effect without any recognition in the name. But inside the building, everybody would know when they walk in.

Weininger said that the goal would be when a person walks in they knew what the building is. What they could do, he noted, is that when they approach people regarding naming rights they could have "Coca-Cola Center" then underneath that prominently put "Veterans' Memorial" under there. He thought that the safer long term piece would be to build it right into the architecture so that after 10 years, when naming rights could change, they can't rip that right off the wall.

Erickson thought that it would be nice to have a sign or something in the design of the walkway that said "Veterans' Memorial Complex." He figured this would solve the whole problem and also be permanent. He would like to find a way to label that whole complex very noticeably as this would alleviate all concerns. Maybe a nice plaque that doesn't corrode, or something to that effect, that signals to everyone who this entire area is designated to.

Weininger informed them that they could talk to the architects about this and actually building it into the design.

Erickson said this would solve any issues outside the structure and he felt that it would be impossible to complain about the inside of the building and its' design.

Brusky also liked the idea of having something outside.

Erickson said something like this would be permanent as well because it wouldn't infringe on any naming rights.

Weininger indicated that he would work on getting something like this done outside, in addition to what is being planned inside. He also noted that he is still working on the elevator and escalator situation.

Erickson asked him to possibly come by this meeting next month and bring down some further details regarding this if there are some.

Weininger exited following presenting this to everyone.

Erickson asked the committee if this all sounded good to them.

Aulik highlighted that he grew up over by this location and it is somewhat of a main area. He thought it would be interesting to have something on the corner of Oneida and Armed Forces Way. Having something that read "Veterans' Memorial Complex" in front of the memorial on that corner would be good placement. This would really identify this because everyone encounters this corner when they go to events. Possibly in granite or concrete or something like that.

Everyone agreed with this idea and Erickson said that he would pass it on. Erickson stated that he understands the conflict with making someone put in the terminology in there with the naming rights concept when they are paying \$8 million for them. He thought this would be permanent and the inside has a great plan and they have the potential to make this a tremendous tribute.

Pierce suggested a 6-8ft boulder with a plaque on it signifying what it is.

Aulik would want it to really stand out by maybe shining some lights on it and so forth.

Erickson liked the idea of this as it designates the whole complex out in the open.

Aulik didn't have anything more to report.

Brusky highlighted that it was nice to see the plans for the Expo Center March 11th and she thought that those looked good. Honoring the Veterans was heavily discussed at this meeting.

Erickson doesn't think there is anyone around that will complain about this design, inside and outside.

Dahlke asked that before any of the flyers or banners are printed and sent out the officers of the Fair Association want to proofread them. They want to make sure that all the dates and times are correct.

Erickson said that he would go down to the print shop and see if they had a couple.

Aulik asked who was paying for this.

Erickson said it comes out of their budget. He said he would ask Internal Auditor Dan Process for sure what account the tickets and the posters get charged to.

Dahlke also noted that the only things that have to be changed on the banner are the dates and she will check with the Fair Association on this.

Pierce spoke about an open house on March 27th from 11-1 at the Vets' Center over on Ashland Ave. On March 20th at 2pm their Am Vets Post 57 is doing a meat raffle at a bar on Velp. They did one of these on the 9th at Harbor Lights and that went really well. They did about 27 rounds at this one as an individual donated a lot to this cause. On April 1st at the Pearly Gates at 5pm they will be doing raffles and putting on deals for burgers and things like that for their quarterly event. This will last a couple hours and will raise a lot of money, some of which they donate to the homeless program out at King, everyone is welcome to this. July 13th is the date for the 14th annual Pearly Gates ride, the ceremony before the ride is honoring Afghan Vets. Tickets are now on sale for the raffling off of 4 different pistols this year and they just came in a couple weeks ago, only 700 of which will be sold and grand prize is \$15,000 at \$100 a ticket. There is a 1/17 chance of at least winning your money back. Rolling Thunder is doing their yearly raffle for a 4-wheeler and trailer, if a person doesn't want this they can take \$6,000 in cash, tickets are \$10 a piece or 3 for \$20, the drawing will be held August 24th but you don't have to attend to win.

10. Such other matters as authorized by law.

Erickson asked where any fish fries during lent would be held as an individual from the military asked him where some of the Veteran places for these were.

Dahlke suggested American Legion in Wrightstown.

Some further discussion regarding possibilities ensued.

11. **Adjourn.**

Motion made by Joan Brusky, seconded by Duane Pierce to adjourn at 5:15 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Cayden S. Lasecki
Administrative Assistant



LIBERTY CLARINET QUARTET



The Liberty Clarinet Quartet, from the United States Air Force Band of Mid-America, is stationed at Scott Air Force Base, Illinois. The ensemble is committed to honor and inspire our military and civilian audiences by presenting a wide range of musical literature, from traditional classical repertoire to marches and light pop.

The members of Liberty Clarinet Quartet are called upon to perform for military ceremonies as well as a great variety of community events and concerts for all ages. The ensemble also reaches out to support music students, providing concerts and clinics in an educational environment. Currently, the ensemble performs throughout a ten-state region of the Mid-Western United States.

The Liberty Clarinet Quartet is an ambassador of the Air Force Band of Mid-America, providing a highly professional product to communicate esprit de corps, motivation, inspiration, and render honor to our Airmen and country.

