

Jefferson County Fair Park Committee  
August 20, 2009

The Jefferson County Fair Park Committee met on Thursday, August 20, 2009 at 4:00 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Blane Poulson, Scott Seefeldt, Amy Kramer and Mike Burow, Administrator Gary Petre, Corporation Council Phil Ristow, Fair Park Director, Paul Novitzke, Fair Park Supervisor Roger Kylmanen, and Secretary Gail Zastrow; Lois Wiedenhoeft; Sarah Mueller; Jim Van Lieshout; Kim Lopez and Steve Zimmerman.

Let the record show that a quorum is present, meeting duly noted and the door open.

**Agenda:** The updated/ published agenda was distributed to Committee members by Paul Novitzke upon his arrival and remaining copies were set at the end of the table for public. Will follow published agenda as presented.

**Public Comment & Correspondence:** Written correspondence was placed on the table for committee review. Public comment from Kim Lopez-CCCU (voiced opposition to exclusive financial institution sponsorship with PremierBank), Steve Zimmerman-Johnson Bank (stated that exclusive sponsorship will lead to less donations to non-profits) and Jim van Lieshout-Premier Bank (stated that the exclusive sponsorships have nothing to do with companies making donations to worthy charities); and Lois Wiedenhoeft and Sarah Mueller-4-H Leaders Board. Mr. Zimmerman and Ms. Lopez left the meeting.

**Minutes:** Amy Kramer made a motion to accept the minutes from July with corrections to minutes July 9 – 12 showing she was in attendance at each meeting. Blane seconded. Motion carried with corrections.

**Fair Park Director's Report:** (a) Exclusive Financial Institution Sponsorship: Discussion followed regarding proper values of tickets in the PremierBank sponsorship, re-cap of how negotiations occurred and the many positive reasons for choosing PremierBank for this new partnership. PremierBank partnership is a 3-year category exclusive agreement and was approved by the Committee in December 2008. Competitive businesses feel that having one bank as sponsor may hurt donations to non-profits in the County because marketing by other financial institutions at the Fair Park is restricted. It was explained that on a case-by-case basis, Paul Novitzke will review requests from tenants to include other financial institutions in on-site listings as sponsors of events. Some events have already been approved. Events are free to include any sponsor they have on their promotional materials and advertisements that are circulated in the community (examples of current materials from Gemuetlichkeit showing participation by many financial institutions were distributed to the Committee). Other public event facilities and Fairs have exclusive sponsorships. No Fair Park tenants have expressed concern over the exclusive sponsorship thus far. Corporation Counsel explained that there is no requirement to "bid" or publish an "RFP" for Fair/Fair Park sponsorships. Suggestions were made that before entering into other exclusive deals, we should contact as many other competitive businesses as possible and perhaps publish the opportunity in the paper. Committee asked the County Administrator, Corporation Counsel and Fair Park Director to draft language to be added to the Fair Park Policy to require all future exclusive sponsorship deals be approved by the Committee. Draft language will be presented for approval at a future meeting.

(b). Separate report was distributed showing 2009 sponsorships.

**2009 Fair:** Input from Fair goers is included in the correspondence.

**Budget 2010:** Recommended budget includes a 33.1% tax levy reduction; a decrease of one full-time maintenance employee is included due to seasonal work load changes. Also, includes request to add a 1,000 hour employee (OPT) and part-time (PT) employee instead as the work load requires. Sponsorship will be divided at 60% to 6902 and 40% to 6901 business unit. Listed potential Capital Projects for committee to review and recommend which ones to pursue: (1) Replace floor scrubber, (2) Loud Speaker System and (3) Covered outdoor arena. Mike made a motion to recommend proposed outlay for the capital projects. Scott seconded. Motion carried. Included in the budget are in-state and out-of-state travel. Out of State would be IAFE – Las Vegas in November and IEBA – Nashville in October. In State will be Wisconsin Association of Fairs Convention – Wisconsin Dells in January. Scott made a motion to recommend the budget to finance. Mike seconded. Motion carried.

**Fair 2010:** Dates July 7 – 11, 2010

**Operations Report:** Submitted by Roger, separate report.

**Next Agenda:** 2010 Fair.

**Next Meeting:** September 17, 2009 and September 30 for Fair Appreciation and Open Forum.

Being no further business, a motion was made by Amy to adjourn the meeting, seconded by Scott. Meeting adjourned at 5:42 p.m.