

Jefferson County Fair Park
January 21, 2010

The Jefferson County Fair Park Committee met on Thursday, January 21, 2010 at 4 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Amy Kramer, Mike Burow, Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow; and Administrator Gary Petre.

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

Review Agenda: Leave as presented.

Public Comment & Correspondence: No public comment, correspondence on the table. Gail handed out a Wisconsin Association of Fairs convention report and the financial report to the committee.

Minutes: Mike made a motion to accept the minutes of the November 19 meeting. Amy seconded. Motion carried.

New Commercial Building: This building would replace the rented Commercial Tent. It would be used for potentially 12 additional rental days, winter storage, and booth rental during fair and money saved from rented tent. Paul is working with a sponsor. Discussion followed to request carry over funds from excess 2009 revenue of the Finance Committee to be used for this building project.

A motion was made by Amy to move forward with a request to carry forward funds for this building project by the Fair Park Committee. Mike seconded. Motion carried.

Fair: Paul handed out materials for entertainment. Committee then discussed reserved seats pricing. We will be adding some additional seats in section 1 & 4. A motion was made by Mike to set reserve seat pricing at \$50 for the first 5 rows, center sections 2 & 3 and \$30 for the remaining seats. Amy seconded. Motion carried.

Paul is working with the carnival with the layout for 2010 Fair. We will be adding a Kid's stage by the North entrance. Also for 2010 would like to have additional company picnics.

Sponsorship Update: Paul has many proposals out and working with renewing contracts. Paul will be working with and training a temporary person to do the marketing.

Director's Report: Paul attended the IAFE convention in Las Vegas and Wisconsin Association of Fairs convention in Wisconsin Dells, attending roundtable on Social Media. We will be using this year. We did have a scheduling conflict in March that has been worked out. Paul is working on a rally for 2013. We have a new 3 year contract for the Madison Classic Car Show.

Operation's Report: Roger updated events, improvements and convention outline.

Potential Future Meeting Agenda Items: 2010 Fair

Next Meeting: February 18, 2010 at 4:00 p.m. in the Conference Room of the Activity Center.

Being no further business to be brought before the committee, Amy made a motion to adjourn the meeting at 5:15 p.m. Mike seconded. Motion carried.