

Jefferson County Fair Park
March 18, 2010

The Jefferson County Fair Park Committee met on Thursday, March 18, 2010 at 4 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Amy Kramer, Blane Poulson, Mike Burow, Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow, Ashli Tucker, Sponsorship/Sales; and Administrator Gary Petre; County Board Chair Sharon Schmeling.

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

Review Agenda: Leave as presented

Public Comment & Correspondence: No public comment, correspondence on the table.

Minutes: Amy made a motion to accept the minutes of the February 18 meeting. Blane seconded. Motion carried.

Update 2010 County Fair: Paul handed out an updated entertainment schedule with one slot to fill. Vanessa Carlton will be the fourth grandstand show opening for Phil Vassar. She will draw the college crowd.

We are looking at new ideas for Kids' Day. The promotion is great for kids with free admission for 12 and under and a great price for the wrist band for the carnival. Paul will talk to food vendors to encourage them to do a special \$ plate promotion or something else for the kids.

Reserve seats are on sale now with sales at \$3,750. More \$50 seats than the \$30 seats have sold so far. Phil Vassar on Saturday has sold more tickets than Friday night so far.

Fair Food Vendor Contracts: We have signed contracts with Jefferson Agri-Business Club and with Farm Bureau. Agri-Business is space rent; Farm Bureau is 25% of net sales; and River's Edge and CW Catering are 15% of gross sales.

Stalling/Storage Barn Status: We have run into some technical problems with a changed law for the State of Wisconsin regarding government projects. The amount of the project is over the \$25,000 and it has to be bid with prevailing wages. The bid will be part sponsorship and bid that way only. Tentative schedule now is Bids due April 29 opened at Infrastructure at 8:30 a.m. and then the Fair Park will meet at 4:00 p.m. We would then go to County Board on May 11.

Mike made a motion to go forward with the project when Corporation Council has approved the bid specs. Blane seconded. Motion carried.

Horse Stalls: We will be having two additional large horse shows that will require us to either purchase or rent 46 stalls. Money was approved for the carry over to purchase the stalls. We currently have the project out for bids. They are due on Tuesday, April 6. We will meet on April 8th to approve the bid and then it will be presented to County Board on April 20th.

Sponsorship: Standard Process has settled on a 2 year contract for sponsorship with a value of \$19,000. Blane made a motion to approve the sponsorship terms. Amy seconded. Motion carried.

Fair Park Director's Report: Ashli has been making calls and has a goal of 3 new contacts per week. We will be doing a radio blitz the week of May 10th.

Fair Park Operations Report: Roger handed out his report.

Future Agenda Items: Fair 2010, Stalling Barn Updates

Next Meeting: April 8, 2010; April 29, 2010

Being no further business, Amy made a motion to adjourn the meeting. Mike seconded. Motion carried. Meeting adjourned at 5:00 p.m.