

Jefferson County Fair Park Committee
October 21, 2010

The Jefferson County Fair Park Committee met on Thursday, October 21, 2010 at 4:00 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Mike Burow, Greg Torres, Blane Poulson, Vic Imrie, Jr.; Administrator Gary Petre, County Board Chair John Molinaro, Fair Park Director, Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Advertising/Sponsorship Ashli Tucker, and Secretary Gail Zastrow; Neil Mathis, Elvin Jacobson and Jan Rou.

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

Public Comment & Correspondence: One written correspondence received from Tomorrow's Hope read by Paul Novitzke and no public comment.

Agenda: OK as presented

Minutes: Ron Buchanan made a motion to accept the minutes of September 16, 2010. Vic Imrie, Jr. seconded. Motion carried.

2010 Fair

- a) **Tomorrow's Hope Final Figures** – Some minor changes were noted to the final figures, no further questions by the committee.
- b) **Farm Bureau** – They will meet in January. Paul is currently working on an agreement with potential sponsor to supply product and we sell. Farm Bureau history with food building – seven years no rent % paid to the Fair Park. Then a three year contract 2006 – 2008 for 25% of net sales and two one year contracts for 2009 and 2010 paying 25% of net sales. Average net sales revenue for the Fair is around \$1,350 per year from this building which is far less than other buildings.

2011 Fair

- **Layout & Roads** – planning a change in the layout and add a road by Vendor Village
- **Scheduling** – May be looking at some entertainment changes in the Grandstand. We will update next meeting.
- **Grandstand Sound/Stage/Lights** – Currently working on an RFP
- **Beer Service** – Currently working on an RFP
- **Contracts** – working on new space rental contracts
- **Fair Rates** – Will bring price schedule for 2011 fair to November meeting
- **175th Anniversary for Jefferson County in 2011** – Paul & Ashli to work on possible connection between anniversary and our 159th Fair.

Wind Turbine Feasibility Study – Study looked at offset some of the Fair Park, cover all of the Fair Park or cover all county departments. Looked at different volume, pay back times, and partnering with a private company. Paul was asked to share the report with Jefferson County Sustainability Committee.

Director's Report: Handed out report

Operations Report: Handed out report

Next Agenda: Fair 2010, 2011 and Wind Turbine

Next Meeting: November 18th – WAF Convention (Wisconsin Dells) – January 9 – 12, 2011
Being no further business, a motion was made by Greg Torres to adjourn the meeting, seconded by Vic Imrie, Jr. Meeting adjourned at 4:37 p.m.