

Jefferson County Fair Park November 6, 2014 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, November 6 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Al Counsel, Jennifer Hanneman, Blane Poulson, Matt Foelker, Russell Kutz, County Administrator Ben Wehmeier, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Leslie Pelikan, Kathy Steindorf and Sarah Torbert.

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

Public Comment & Correspondence: None.

Communications: The Dairy Breakfast Committee donated \$1,500 for improvements to the Hog Barn.

Review of Agenda

Minutes: A motion was made by Matt Foelker to accept the minutes of the October 2 meeting as presented, seconded by Jennifer Hanneman. Motion carried.

Financial Report: David Diestler discussed the overall expenses of Fair Park. The report was marked with "P.R." on some areas to indicate that these lines were previously reviewed in earlier meetings. The machinery/equipment is higher due to the expense for new water tanks that did not meet the \$5,000 threshold to be considered a capital expense.

Discussion and possible action of Fair 2015: No action necessary.

Discussion and of camping during Fair Week: Camping Superintendent Kathy Steindorf presented an informational report to the committee on how camping is organized for fair week. From this, there was a discussion that the gates need to be firmly manned and better communication between the gate workers and 4-H needs to take place for an easier out-go schedule. There was also discussion on sectioning off an area inside the park designated for patrons or exhibitors, which would be available for a fee. In order to do this, better signage will be displayed at Fair to designate parking areas.

Director's Report: David Diestler discussed the progress on picking a new ticketing company. Fair Park is looking for a company that can deliver a format that is more Social Media oriented to appeal to a larger audience. The staff has also been working with MIS to create a new website which will integrate Fair Park and Fair sites for a more cohesive look, more customer friendly, and easier updates. The goal is to have MIS finish the site by January 1. Diestler is also researching new signage for Hwy 18. This project may have to be on hold until funds are available. Replacement LED signage pricing ranges from \$30,000 -\$65,000.

Supervisor's Report: Roger Kylmanen discussed the new furnace that was installed in the Activity Center. They will add smart thermostats to the Activity Center to have the ability to program off site. Also, a horse broke through one of the overhead doors in the Activity Center. The insurance for the horse show will cover the cost to fix the door.

Fair Office Report: Amy Listle discussed the upcoming Fair Conference opportunity in the Wisconsin Dells January 4-7. Any interested committee members were invited to participate.

Next Meeting: Regularly scheduled meeting was set for December 4 at 8:00 a.m. in the conference room of the Activity Center.

With no further business, Blane Poulson made a motion to adjourn the meeting. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 9:35 a.m.