

Jefferson County Fair Park

July 24, 2014 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, July, 2014 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Matt Foelker, Jennifer Hanneman, Russel Kutz, County Administrator Ben Wehmeier, Fair Park Director David Diestler, Marketing/Administrative Assistants Amy Listle and Leslie Pelikan. Others in attendance were Jeanie Taylor, Amy Kramer and UW-Extension representative Sarah Torbert and County Board Chairman Jim Schroeder.

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

Public Comment & Correspondence:

Jeanie Taylor, representing the master gardeners, expressed her concern about the old display stands used for plant displays during fair. She indicated that the displays were unstable and some had exposed nails. Jeanie hoped that the fair could find some funds to replace these displays. She would also like to see a plan in place for securing judges in a timely manner. Finally, Jeanie wanted the committee to review the security of displays in the Activity Center and West Building during fair.

Review of Agenda

Minutes: A motion was made by Jennifer Hanneman to accept the minutes as presented, seconded by Russel Kutz. Motion carried.

Communications: Kathy Hembrook sent an email about her concerns with the outdoor horse arena, the safety issues associated with the arena's exposure to the elements and the benefits of constructing a roof over the arena.

2014 Fair Follow Up: A discussion on feedback from fair goers. Overall, feedback was positive and committee members felt there were a lot of happy people attending the fair. Possible areas of improvement for 2015 included:

- Commercial Building – Vendors did not see the traffic they expected. Improved signage for this area may improve traffic. Wood turners did not like location, but it was a challenge to place them because they required a space that would accommodate power tools and be secure
- 4-H – Tags were inaccurate for exhibitors. Look at whether or not the role of 4-H leaders as superintendents is appropriate.
- Judging – Some exhibitors reported waiting as long as 4 hours to get their projects judged. Budget restrictions were discussed with regard to the number of judges hired. Others expressed concern about face to face judging over the 4th of July weekend.
- Carnival Rides – Some rides were exempt from wristbands. Families expressed a concern about the high cost of rides. A possible solution would be to add another Kids day on Sunday.
- VIP/ Concert Tickets – People staffing the VIP tent need an info session before. Have Fairest of the Fair contestants taking tickets. There was a disconnect between gate workers with Will Call tickets. Need better signage and flow for people with reserved seat tickets. Look into new ticket company and WiFi for smoother ticketing sales and as a way to deter fraud. Section off an area for Meet & Greet with artists.

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- Camping/ Departure Traffic – State in writing departure times for campers and animals. Look at opening an alternate gate for improved exit traffic.

Next Meeting: An Open Forum meeting will be held on August 6 at 7:00 p.m. in the Activity Center. Regularly scheduled meetings were set for August 7 and September 4 at 8:00 a.m. in the conference room of the Activity Center.

With no further business, Matt Foelker made a motion to adjourn the meeting. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 10:01 a.m.