

**Jefferson County Fair Park
December 4, 2014 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, December 4 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Jennifer Hanneman, Blane Poulson, Matt Foelker, Russell Kutz, County Administrator Ben Wehmeier, Fair Park Director David Diestler, Marketing/Administrative Assistants Amy Listle and Leslie Pelikan.

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

Public Comment & Correspondence: None.

Communications: None.

Review of Agenda

Minutes: A motion was made by Jennifer Hanneman to accept the minutes of the November 6 meeting as presented, seconded by Russell Kutz. Motion carried.

Financial Report: David Diestler discussed the overall expenses of Fair Park. Expenses for the year will be within budget.

Discussion and possible action on Marketing Partnerships for 2015-2017: The Marketing Partnership Agreement with Ott Schweitzer Distributing, Inc. was reviewed. The agreement was the same as it has been for the past three years. There were no other bids submitted. Jennifer Hanneman motioned to approve the marketing partnership agreement with Ott Schweitzer Distributing. Matt Foelker seconded. Motion was passed unanimously.

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

Director's Report: David Diestler discussed the progress on picking a new ticketing company. A new company will be in place by January 1, 2015. A revised rental agreement form is now in place for 2015 which includes an agricultural tourism liability notice. Twenty additional boats will be added for winter storage as a part of an agreement with a marina. A new membership with Pollstar Entertainment will allow staff to easily research talent through a matrix that is offered as a part of the membership. The matrix gages the popularity and price of artists/groups.

Supervisor's Report: David Diestler discussed a recent safety audit conducted at Fair Park. Detailed documentation and proper containers for flammable items will need to be installed to comply with the audit.

Fair Office Report: Amy Listle discussed the set-up of new electronic tablets for judging, online entries and ticket sales for fair.

Next Meeting: Upcoming meetings were set for January 15 and February 5, 2015 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. Russell Kutz seconded. Motion carried. Meeting adjourned at 8:58 a.m.