

Jefferson County Fair Park

May 7, 2015 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, May 7 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Al Counsell, Blane Poulson, Matt Foelker, Russell Kutz, Jennifer Hanneman, Fair Park Director David Diestler, Supervisor Roger Kylmanen, 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.

Review of Agenda

Minutes: A motion was made by Matt Foelker to accept the minutes of the April 2 meeting as presented, seconded by Russell Kutz. Motion carried.

Communications: None.

Financial Report: David Diestler reviewed the financials with the committee. Money collected for Horse Show fees was up due to deposits for upcoming horse shows. Printing costs were up due to printing marketing handouts for Fair Park. Vehicle repair costs are up due to aging vehicles. Fair Week budget reflects sold out camping for the fair. Further discussion included researching whether or not it is financially feasible to expand the amount of camping sites available.

Discussion and possible action on Marketing Partnerships for 2015-2017: None.

Discussion and possible action on Fair 2015: No action necessary. A discussion on how the recent poultry quarantine will affect the number of poultry exhibitors took place. The assumption was that poultry exhibitors will be down this year because farms in the quarantine area cannot even order birds regardless of whether the quarantine will be lifted by fair time.

Discussion and possible action on Fair Park business: None.

Director's Report: David Diestler reported that the authorized.net application used to accept credit cards is more labor intensive than originally thought. He is working toward finalizing fair ad contacts. Main Stage tickets are on sale, with early bird pricing specials. Diestler is looking into additional ways to grow social media advertising. La Movida Family Day will be Sunday of Fair Week, and may include extending hours on Sunday from 6 p.m. to 8 p.m.

Supervisor's Report: Roger Kylmanen discussed the recent Paint Horse Show on the grounds. The show has increased in size by about 50 more stalls. The car show had good weather and solid attendance for the weekend. He has been trying to work with Opportunities and their Community Service Workers to provide extra help setting up for events.

Fair Office Report: Amy Listle reported that we continue to add events and information to the new website. Currently, there is \$8,500 in ticket sales for the Main Stage shows so far. There was a discussion on how the staff is utilizing Quick Books for invoicing, which makes tracking outstanding invoices easier.

Next Meeting: The next meeting was set for June 4, 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. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 9:06 a.m.