

Jefferson County Fair Park March 5, 2015 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, March 5 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Al Counsell, Jennifer Hanneman, Blane Poulson, Matt Foelker, Russell Kutz, County Administrator Ben Wehmeier, Fair Park Director David Diestler, Jefferson Mayor Dale Oppermann, Marketing/Administrative Assistant Leslie Pelikan, Roger Kylmanen, Genevieve Borich and Jefferson City Manager Tim Freitag.

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 February 5 meeting as presented, seconded by Russel Kutz. Motion carried.

Communications: None.

Financial Report: No Financial Report.

Discussion and possible action on Marketing Partnerships for 2015-2017: David Diestler presented the three-year (2015-2017) marketing partnership with Fort Healthcare. The agreement is \$3,000/ year higher than in the past, totaling \$45,000. There are added benefits for Fort Healthcare including an additional tent during fair. Jennifer Hanneman made a motion to approve the marketing partnership with Fort Healthcare, Matt Foelker seconded the motion. Motion was passed unanimously.

Discussion and possible action on Fair 2015: No action necessary. David Diestler reported on the cost impact of having horned cattle during the fair. His research showed that, at this time, there would be no higher cost for insurance to have horned cattle on the grounds.

Discussion and possible action on Fair Park business: None.

Director's Report: David Diestler reported that the staff is working with MIS to launch the new Fair Park website. Fair main stage acts will be announced on March 14, with a goal of having tickets on sale March 20.

Discussion of Conceptual Master Plan and Corridor Analysis with City of Jefferson: David Diestler highlighted a master plan that was conducted by University of Wisconsin- Madison, Department of Urban and Regional Planning student Sijia Zhang Scarlett. The plan outlines the feasibility of moving the main entrance of the park to the west side of the grounds, accessible by Pitzner Parkway. A discussion with city leaders, Mayor Dale Oppermann and City Administrator Tim Freitag, took place regarding the development of the corridor of Pitzner Parkway and the expansion of Fair Park. County and city leaders will continue to work together on a long term approach to developing this area.

Supervisor's Report: None.

Fair Office Report: Leslie Pelikan reported that \$10,000 has been collected for fair week camping, the annual budget is \$16,000, with \$2,000 collected for family 5-packs.

Next Meeting: The next meeting was set for April 2, 2015 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 9:21 a.m.