

Jefferson County Fair Park January 5, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, January 5th at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz, Jennifer Hanneman, Matthew Foelker, Ron Buchanan, Debra Hall-Kind, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt, County Administrator Ben Wehmeier and County Board Chairman Jim Schroeder. Kathy Steindorf was not present.

A quorum of the Jefferson County Fair Park Committee was present, meeting duly noted and the door open.

Review and Approve Agenda

Minutes: A motion was made to accept the minutes of the December 1, 2016 meeting as presented and seconded. Motion carried.

Communications: Various Christmas cards were presented for review.

Public Comment: None

Discussion and possible action of Fair Park Feasibility Study and Strategic Plan: Discussion took place and it was decided there should be a more in-depth discussion at a later time when everyone has had a chance to review handouts. It was decided there should be a 2-3 hour meeting with the infra-structure and the creation of a possible Ad-Hoc committee. There will need to be a meeting with the any of the stakeholders but first the Fair Park Committee will meet in late January or early February to decide what direction to take.

Discussion of Signage Plan for 2017 Fair: It was agreed that there is a definite need for more signage at the fair. David Diestler stated that there is a rough idea as to what signage is needed. Ron Buchanan suggested having maps of the fair park at the gates. These can be included with any handout that is given at the gate. There is to be a plan presented at the February committee meeting. The committee wants something in place for the 2017 fair.

Discussion of Plan for Increasing Vendors and Spectators in the Southeast Area of the Fair Park for 2017 Fair: Amy Listle and Roger Kylmanen stated they have been discussing this and presented some of their ideas. It was decided that more discussion would be needed.

Review of Community Feedback: Grandstand should be used more during the year; how do smaller businesses sponsor the fair/fair park; The Farm Bureau is in a tent at fair and is not happy; there should be signage for supporting groups such as Horse & Pony, Agri-Business, etc.; suggested doing specials for mornings of the Fair; do we need beer at the fair, would it cut costs such as extra security; Have the carnival up and running when selling wristbands and have signage as to what time period is covered with the purchase of a wristband; what are the terms for supporters and is it fair; The Paint horse group would like to return to the fair park but would need a covered arena.

Financial Report: The financial report from November 2016 was reviewed.

Director's Report: David recapped what he has been working on for the 2017 Fair which included the nightly entertainment, fair layout, on-grounds entertainment and the entertainment for the Miller tent. David stated he met with Vicki Pratt of the Jefferson County Economic Development department to review the RFP, Feasibility Study and a Strategic Plan and the sponsorship program. David also talked about what is needed as far as the signage and PA Announcements.

Supervisor's Report: Roger Kylmanen reported that due to low attendance and rent and advertising expenses, the flea markets held at the Fair Park have come to an end but he is trying to find someone else who would be willing to do the rest of the season. Roger and Amy worked on a new layout for the Fair vendors and acts and will be talking to the carnival to discuss possibly moving them to a new location. The winter gun show and Christmas Neighbors went well. There is a possibility of a rodeo being held at the fair park on June 16 & 17, 2017.

Office Report: Amy Listle stated that the office staff has been keeping up on the website along with the JCFP TV ads, radio commercials and social media. The office is finishing up with the 2017 events. A practice session was held on Dec.

27 for Jennifer Michel to ready her for convention in January. Preparation has begun for the 2017 Fair which includes: an InFAIRmation email blast announcing In-Park Trailer and vehicle parking and the need for Goat and Small Animal Vet Sciences Superintendents, the Fair theme has been decided and work has begun on a logo and other artwork to promote the Fair and theme, exhibitor camping will be available in February, the Fair Park is working with a new ticket company called Xorbia Tickets and vendor contracts will be sent as soon as the new layout is determined. A decision on the layout needs to be made at the February meeting.

Discussion and possible action on future meeting schedule and agenda items: Some future agenda items discussed were: the Fair Convention report, signage, vendors and marketing handouts/plan.

Next Meeting: The next meeting was set for February 2 at 8:00 a.m. in the conference room of the Activity Center.

With no further business, Ron Buchanan made a motion to adjourn the meeting. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 9:41 a.m.