

Jefferson County Fair Park February 2, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, February 2nd at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz (at 8:16 am), 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 (at 8:43 am) and Jefferson County Corporation Counsel Blair Ward and the Press. Kathy Steindorf was present via telephone.

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 January 5, 2017 meeting as presented and seconded. Motion carried.

Communications: A thank you from the Gogin Family for the sympathy card that the Fair Park sent was presented for review. Also presented was a letter from Sean Doherty inquiring as to the appeal process for decisions made.

Public Comment: None

Discussion and possible action of Fair Park Strategic Plan: Discussion was held and it was decided that there needs to be good tracking of sponsorship to support this plan and that there should be a monthly plan in place. It must be decided who is in charge and how it's going to work.

Discussion and possible action to hire Fair Advantage Consulting Firm: David requested to hire Fair Advantage to consult with Jefferson County Fair Park. Kathy Steindorf suggested doing this on a day when Ben Wehmeier and Blair Ward could be present. David advised that this would happen on February 22, 2017. Ben was not present for this discussion. Blair Ward said he would be able to attend on this date. After a discussion, Ron Buchanan made a motion to hire Fair Advantage, Matt Foelker seconded and it was approved by the board to hire Fair Advantage.

Discussion of Marketing and Signage Plan for 2017 Fair: An advertising plan was included in the committee materials and presented by David. A discussion was had as to this plan and signage. It was suggested to have a big "You are Here" map and possibly an information booth with brochures. It was decided that yard signs should be distributed to further locations such as different counties.

Discussion of Plan for Increasing Vendors and Spectators in the Southeast Area of the Fair Park during Fair 2017: A map was presented with a possible layout for the southeast area. The consensus was that this map was a good plan. It was suggested to show this map to Rick Frenette of Fair Advantage when he comes to evaluate the Fair plan.

Review of Community Feedback: None

Financial Report: None.

Director's Report: David stated he was still looking for an opening act and an act for the Miller Tent for Friday night. The offer for Saturday night's entertainment was accepted. Other entertainment that was obtained was an alligator show. David has been communicating with a new ticketing company called Xorbia for reserved and general seating. The Harry Potter festival, which is to be held around October 22, 2017, will be utilizing the Fair Park parking and possibly some of the buildings. A RFP has been advertised for the Activity Center kitchen. David gave a recap of the Wisconsin Fair Convention held at Chula Vista. There is a contract in process with the carnival and David also spoke with the tractor pullers.

Supervisor's Report: Roger recapped his time at the Wisconsin Fair Convention at Chula Vista. Maintenance staff cleaned walls and fans and painted areas of the Activity Center. They also worked in the kitchen, meeting room and entryway. Roger called some people involved with the tractor and truck pulls to inquire if they would be interested in switching eliminators and these people stated they were happy with the Mechanical Mule. Roger spoke with Tom Gallitz

about improving the roadways in the north parking lot and the condition of the track. We will use some of his sponsorship for this. Roger quoted prices for a rodeo in June and a shorthorn cattle show that would also be held in June. The District 8 Holstein Show will be held at the Fair Park mid-week in June. This is a small show that moves each year and we have not had it for several years because it conflicted with a big Quarter Horse Show.

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 creating a social media calendar and scheduling posts for each day of the week, collaborating this with the Fairest. We have also been working on finishing contracts for the 2017 events and reconciling the January events. 2017 Fair updates were presented.

Discussion and possible action on future meeting schedule and agenda items: Some future agenda items discussed were: Update on sponsorships each month, update and outline for strategic plan and the showing of horned sheep at fair.

Next Meeting: The next meeting was set for March 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. Matt Foelker seconded. Motion carried. Meeting adjourned at 9:47 a.m.