

Jefferson County Fair Park March 2, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, March 2nd at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz, Jennifer Hanneman, Ron Buchanan, Debra Hall-Kind, Kathy Steindorf, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt, County Administrator Ben Wehmeier. Matthew Foelker 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 February 2, 2017 meeting as presented and seconded. Motion carried.

Communications: Thank you cards from the Radloff Family and Mid-State Equipment. Also presented was a letter from Rock River Hockey Association inquiring about having an ice rink at the Fair Park.

Public Comment: None

Discussion and possible action allowing sheep with horns to be shown at Fair: After discussion it was determined that there is no rule in the fair book disallowing horned sheep to be shown. Sheep with horns may be shown against other sheep but not at the same time and the sheep must be haltered. It was suggested that the sheep be shown in an exhibition capacity this year and see where it goes from there. A motion was made by Kathy Steindorf to allow the sheep to show at a different time than the other sheep and they must be haltered. This motion was seconded by Ron Buchanan and the motion was passed.

Discussion and possible action of accepting non-electronic entries for Fair: The committee discussed if non-electronic entries were needed for Fair entries. It was determined that all junior entries will be done online and it would be possible to enter open and senior class using a paper submission. The deadline for paper entries would be before the deadline for online submissions. The committee suggested a letter be sent to open and senior exhibitors that haven't shown in a couple years. This letter should include the Fair office and committee has heard their concerns from the open forum meeting. Also suggested was to put a couple blank entry forms at banks and/or senior centers. Paper entries will have to be brought to the fair park office and may not be mailed.

Discussion and possible action of Fair Park Strategic Plan: David updated the committee.

Discussion of Marketing Partnerships and Sponsorships for 2017 Fair: David presented what options are available to sponsors. The committee requested a "catalog" of what is available for sponsorships with the different levels and what those levels would include. He also reported on what sponsors he has contacted.

Discussion of Marketing and Signage Plan for 2017 Fair: David presented a 2017 advertising plan through July.

Discussion of Plan for Increasing Vendors and Spectators in the Southeast Area of the Fair Park during Fair 2017: Roger and Amy further outlined the plan for the vendor setups for the 2017 Fair. The question was brought to keep a flat rate for vendors or to go to a commission. The committee would need to analyze sales figures and suggested that vendors sales numbers be collected at this fair. Discussion was also held as to whether the fair would want to replace a food vendor when one didn't return.

Review of Community Feedback: Sponsors and possible sponsors would like to see packages available for sponsorship.

Financial Report: Review of December 2016 preliminary financials.

Director's Report: David recapped the status of the entertainment and acts for the 2017 fair. David stated that his goal for sponsorships was to contact 2-3 clients per week and present the sponsorship categories to the committee. David summarized the visit from Rick Frenette, the consultant that was hired by the Fair Park. Ticketing is being finalized with Xorbia and testing is being done before tickets go on sale. The Harry Potter festival will be using the fair park for parking

and possibly using some of the buildings. The fair park will be offering camping for this event. David ended with the announcement of Doyle's Dogs being awarded the kitchen lease.

Supervisor's Report: Roger reported that Dave Zimmerman, a part-time employee, has left after more than 5 years with the Fair park. Applications are being accepted to fill 2 part-time positions. There still is no caretaker couple and the Fair park may have to hire 2 600-hour employees. A fire suppression system has been added to the existing exhaust vent in the Activity Center Kitchen to meet the fire code. The electrician is adding outlets and separating circuits in the swine barn to help prevent overloading of the breakers and to give more lighting. MAP will pay \$500 toward this upgrade. Campsites are being put on a map and being labelled before summer to meet the Health Department codes.

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 has been working on reconciling the February events. 2017 Fair updates were presented.

Discussion and possible action on future meeting schedule and agenda items: Some future agenda items discussed were: Job descriptions of fair park personnel and review of a past agenda item regarding exhibitor behavior at the fair. The committee would also like to continue to review the Strategic Plan, Marketing Partnerships and Sponsorships and the Signage Plan.

Next Meeting: The next meeting was set for April 6 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. Russell Kutz seconded. Motion carried. Meeting adjourned at 11:19 a.m.