

Jefferson County Fair Park

April 6, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, April 6th 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, Corporation Counsel J. Blair Ward. 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 March 2, 2017 meeting as presented and seconded. Motion carried.

Communications: A thank you card from Jewelynn Gonzalez.

Public Comment: None

Fort Atkinson Chamber of Commerce Milestone Anniversary Certificate Presentation: Olivia from the Fort Atkinson Chamber of Commerce presented the Fair Committee with a Milestone Anniversary Certificate commemorating the 165th Jefferson County Fair.

Discussion of Marketing Partnerships and Sponsorships for 2017 Fair: David presented proposed sponsor levels to the Committee. The committee would like the sponsorships to be a “cafeteria” style plan where sponsors would be able to pick different options to fit their needs. He also reported on what sponsors he has contacted.

Review of Community Feedback: Debra Hall-Kind reported that there was no new community feedback just the same inquiries as to the sponsorship levels.

Financial Report: Review of January 2017 and February 2017 financials.

Director’s Report: David recapped the status of the entertainment and acts for the 2017 fair. Sponsorships and sponsorship levels were reviewed. The report from the visit from consultant Rick Frenette was presented to the Fair Park Committee. David updated the committee as to The Harry Potter festival. Negotiations are being held on whether or not to charge the Harry Potter Festival for use of the parking lot. David announced the leaving of Doyle’s Dogs after the April 22nd rabbit show. A new RFP will be sent out. Other options for the kitchen were discussed.

Supervisor’s Report: Roger reported that Dave Zimmerman has reapplied to be a part-time employee with the Fair Park. Winter storage is out and the maintenance department is working on getting the buildings ready for the upcoming spring/summer season. The water will be turned on. A gentleman approached Roger and inquired if the Fair Park would hang a POW/MIA flag on the third flag pole if he donated it. Roger and Dave have a meeting with the City of Jefferson economic development consultant next week.

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. March events have been reconciled. 2017 Fair updates were presented.

Discussion and possible action on future meeting schedule and agenda items: A meeting date of April 20, 2017 at 8:00 am was set for review of the past agenda item regarding exhibitor behavior at the fair. Some future agenda items discussed were: Discussion and action of the 2017 Fair; The director’s review of the consultant’s report and what the director plans to implement from the report and what he thinks will not work. The committee would like to continue to review the Strategic Plan, Marketing Partnerships and Sponsorships and the Signage Plan.

Next Meeting: A special meeting was set for April 20 at 8:00 a.m. in the conference room of the Activity Center with the next regular meeting being set for May 4 at 8:00 a.m..

With no further business, Ron Buchanan made a motion to adjourn the meeting. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 9:39 a.m.