

## **Jefferson County Fair Park May 4, 2017 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, May 4th at 8:30 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. 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 April 6, 2017 meeting as presented and seconded. Motion carried.

**Communications:** None

**Public Comment:** None

**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:** None

**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. A consultant summary from the visit from consultant Rick Frenette was presented to the Fair Park Committee. David updated the committee as to The Harry Potter festival. The RFP was sent out for a new kitchen vendor. Other options for the kitchen were discussed.

**Supervisor’s Report:** Roger reported that part-time staff and summer staff have received an increase in wages. This will result in having to cut hours to stay within the budget. New staff is in the process of being trained for horse shows and other weekend events. The Dairyland Classic dog show and the first horse show of the season, the Paint Horse show will be held over the weekend. Gallitz Grading sponsorship was used to grade and roll out crushed recycled blacktop in all the lanes in the north parking lot before car show. The Highway Department hauled in the loads.

**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. April events have been reconciled. 2017 Fair updates were presented.

### **Discussion and possible action on future meeting schedule and agenda items:**

**Next Meeting:** The next regular meeting is set for June 1 at 8:00 a.m..

With no further business, Ron Buchanan made a motion to adjourn the meeting. Matt Foelker seconded. Motion carried. Meeting adjourned at 10:05 a.m.