

Jefferson County Fair Park October 5, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, October 5th at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Jennifer Hanneman, Russell Kutz, Matthew Foelker, Ron Buchanan, Debra Hall-Kind, Kathy Steindorf, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt and County Administrator Ben Wehmeier.

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 September 7, 2017 meeting as presented and seconded. Motion carried.

Communications: A letter from the Jefferson County Health Department thanking the committee for allowing them to present their materials on the Tobacco-Free study at the September meeting.

Public Comment: None

Review of Community Feedback and suggestions on Fair Operations: Deb Kind reported that M.A.P decided to not have weigh-ins and it has been the talk of many people in the community. M.A.P will revisit the decision and Kathy Steindorf will attend the next M.A.P. meeting. This decision could also impact wording and rules in the Fair premium book. During the discussion, it was suggested to have M.A.P. sign a contract as a tenant of the Fair Park.

Financial Report: Review of September 2017 financials.

Discussion and possible action on Wi-Fi and credit card use at the Fair Park: Roger Kylmanen has been talking with Netwurx about the Wi-Fi and Digicore about security cameras. Netwurx does want to be a bigger part of the fair and possibly have a booth. The estimated cost of upgrading the Wi-Fi is \$5,000 for the activity center and \$2,500 for most other areas.

Discussion and possible action on Marketing Partnerships and Sponsorships: Discussion was had to possibly limit sponsorships that are strictly trade.

Supervisor's Report: Roger is attending Harry Potter Festival meetings every week until the event. Chris and Curt Kreklow will be available during the festival to monitor the grounds and check-in campers. No ad will be run for caretakers next year since Chris and Curt plan to work the weekends next year. There are 4 applicants for the 1,000 hour part-time position which will be reviewed and interviews will be held after October 9. The Fair Park will be holding the last horse show of the season this weekend. After this show, the buildings will be cleaned and the water lines will be blown out to prepare for winter.

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 reconciling the September events. Final work is being done on the 2018 budget. There are ongoing meetings to prepare information for the fair premium book. The office has been busy with Sheep and Wool camping reservations. Winter storage registration began September 13th. The Fairest of the Fair volunteered at the WI Sheep and Wool Festival, was in the Gemuetlichkeit Days parade and did an appearance at the Lake Mills Fall Festival. She is in several upcoming holiday parades along with the Harry Potter lighted parade. The Fair Park purchased new fair software called ShoWorks. We are planning to start using SaffireTix ticketing system in time for holiday promotions. The Fair Park is working on sponsorships and community relations. We have been working with Klein's Entertainment to book entertainment for the 2018 fair. Amy is attending the International Entertainment Buyers Association conference in Nashville, TN on October 15-17 and the International Association of Fairs and Expos (IAFE) Convention Nov. 26-29 in Las Vegas, NV.

Discussion and possible action on future meeting schedule and agenda items: Additional agenda items are: Car show contract and possible contract for M.A.P.

Next Meeting: The next regular meeting is set for November 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 Hannemann seconded. Motion carried. Meeting adjourned at 9:37 a.m.