

Jefferson County Fair Park December 7, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, December 7th 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, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt, County Administrator Ben Wehmeier and Jefferson County Corporation Counsel Blair Ward. Kathy Steindorf appeared by phone.

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 November 2, 2017 meeting as presented and seconded. Motion carried.

Communications: Christmas card from the Country Plumber

Public Comment: None

Review of Community Feedback and suggestions on Fair Operations: None

Convene in closed session for discussion of 2018 fair entertainment: Jennifer Hanneman made a motion to convene in closed session, seconded by Ron Buchanan. All approved. Closed session at 8:07 a.m.

Reconvene in open session: Jennifer Hanneman made a motion to reconvene in open session, seconded by Ron Buchanan. All approved. Reconvened in open session at 8:24 a.m.

Discussion and possible action on Meat Animal Project use of building: Discussion was had as to whether the Meat Animal Project would need a contract for use of the building. Further discussion was had as to the Fair's control of the rules especially during Fair and whether the Fair Park should take over the printing of the tickets for the Meat Animal Sale.

Discussion on how to improve and increase non-fair events: The suggestion of possibly having a steer-clipping exhibition was made.

Discussion and possible action on Marketing Partnerships and Sponsorships: Amy Listle presented proposals from Ott Schweitzer and Wisconsin Distributors for the fermented malt beverage RFP. A motion was made by Matt Foelker to have Ott Schweitzer as the fair park's fermented malt beverage supplier, seconded by Ron Buchanan. The motion was passed unanimously. A letter of interest was submitted by Premier Bank for the fair park's financial company. There was no letters of interest submitted for the Health Care Provider so the RFP will be reposted. WSLD would like to renew with the same 3-year agreement as in the past.

Financial Report: Review of October 2017 financials.

Supervisor's Report: Roger Kylmanen stated that there is a new hire, Shaun Wicklund.

Office Report: Winter storage has collected \$49,870.94 with a few units to come in yet. The Fair Park hosted the November 7th Jefferson County Tourism Council Meeting and also a meeting with the Sheriff's Department, Jefferson EMS, Fort HealthCare and the JCEC on November 15th to work on a security plan for the Fair. The Fair theme for 2018 is the Year of the Chicken. The office has been working on sponsorships and community relations. Amy and Roger attended the International Association of Fairs and Expos (IAFE) November 26-29 in Las Vegas, NV. Amy is working on the entertainment for the 2018 Fair which includes searching for local bands for the Miller Tent and grounds acts. The Fairest of the Fair was in the Helenville and Jefferson Christmas parades.

Discussion and possible action on future meeting schedule and agenda items: 2018 Fair entertainment will need to be discussed further.

Next Meeting: The next regular meeting is set for January 4, 2018, 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 Hanneman seconded. Motion carried. Meeting adjourned at 9:02 a.m.