

Jefferson County Fair Park January 4, 2018 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, January 4th at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Jennifer Hanneman, Russell Kutz, Matthew Foelker, , Debra Hall-Kind, Kathy Steindorf , Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt and County Administrator Ben Wehmeier. Ron Buchanan 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 December 7, 2017 meeting as presented and seconded. Motion carried.

Communications: Numerous Christmas cards.

Public Comment: None

Review of Community Feedback and suggestions on Fair Operations: None

Discussion and possible action of 2018 fair entertainment: Amy Listle presented a power point presentation that summarized 2018 fair entertainment.

Discussion and possible action on Meat Animal Project use of building: The committee and Bruce Jones from UW Extension had a discussion about the Fair rules vs. M.A.P. rules and signage in the M.A.P. building during fair that may interfere with Fair Park sponsors. It was also suggested that a M.A.P. rule could be more strict than a fair book rule but that it should not undercut the fair rule.

Discussion on how to improve and increase non-fair events: Harry Potter has a 5-year agreement with the city of Jefferson.

Discussion and possible action on Marketing Partnerships and Sponsorships: Amy Listle met with PremierBank and stated that they are on board as a fair park sponsor. Continued efforts are being made to contact current and possible new sponsors.

Financial Report: Review of November 2017 financials.

Supervisor's Report: Roger Kylmanen stated that the fair park will be having flea markets. Roger informed the committee that he has talked with the manufacturing of the bleachers that were purchased last year and that he can order directly with them to save the fair park approximately \$3,000.

Office Report: December Fair Park events have been reconciled and 2018 event contracts have been sent out. The Fair Park ran Thanksgiving and Holiday online promotions for gate admission tickets and carnival wristbands and plans to run another special in February. These promotions were and will be advertised thru email blasts, social media and radio commercials on 104.5 WSLD. Amy will continue working on sponsorships, community relations and advertising. 2018 Fair Main stage entertainment will be announced today (January 4) and other entertainment will be announced in early spring. The Fair Park staff will be attending the Wisconsin Association of Fairs convention in Wisconsin Dells January 7 thru January 11, 2018.

Discussion and possible action on future meeting schedule and agenda items: 2018 Fair book

Next Meeting: The next regular meeting is set for February 1, 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. Debra Hall-Kind seconded. Motion carried. Meeting adjourned at 9:15 a.m.