

Jefferson County Fair Park February 1, 2018 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, February 1st 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 January 4, 2018 meeting as presented and seconded. Motion carried.

Communications: None

Public Comment: None

Review of Community Feedback and suggestions on Fair Operations: The WI Association of Fairs Convention was a great experience.

Discussion and possible action on terminal vs. non-terminal swine exhibit at Fair: The topic was discussed by the committee. Pros and cons were given by Lavern Georgeson, Gary Olsen and Amy Listle. A motion was made to have a terminal show by Matt Foelker and seconded by Kathy Steindorf. The motion passed with no opposition.

Discussion and possible action on 2018 Fair Exhibitor Rule Book: The committee reviewed the changes to the rule book. It was suggested to have an additional waiver to be signed by the exhibitor's parent/guardian agreeing to the rules in the fair book. The fair will not require exhibitors to take the YQCA training.

Discussion on how to improve and increase non-fair events: None

Discussion and possible action on Marketing Partnerships and Sponsorships: Amy Listle stated that Fort Healthcare would like to remain the health care sponsor at the fair but had not replied until after the RFP deadline. The question was asked as to whether we are able to go with Fort Healthcare without reposting since no other organization showed interest. The committee decided that the sponsorship would not have to be reposted. There is a continued effort to retain current sponsors and to obtain new ones.

Financial Report: None.

Supervisor's Report: Roger Kylmanen has been working with Netwurx about getting high speed WIFI. U.S. Cellular is planning on having a temporary tower at the fair park for the 2 car shows and possibly some of the other big events. Roger informed the committee that he has ordered new bleachers that should be delivered within 3-4 weeks. The Big Hat Rodeo is planning on returning. Roger gave a quote for a motorcycle rally and another for a National Milking Shorthorn Show in 2020. Neil Mathes (electrician) will be at the fair park the week of February 5 to look at the Lift Sewage pump, replacing light a light pole that blew down and to wire a garage door for the indoor arena.

Office Report: January Fair Park events have been reconciled and 2018 event contracts have been sent out. Some deposits have been sent in for the 2018 events. The Fair Park staff attended the Wisconsin Association of Fairs convention in Wisconsin Dells January 7 thru January 11, 2018. Amy attended the Jefferson Chamber of Commerce banquet to accept a certificate celebrating the 165th anniversary of the Fair Park. Fort Atkinson Chamber of Commerce also recognized the fair park for the same milestone. Mikayla Kind will start part-time February 1 and will be increase her hours from May to August.

Discussion and possible action on future meeting schedule and agenda items: Signage policy

Next Meeting: The next regular meeting is set for March 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. Matt Foelker seconded. Motion carried. Meeting adjourned at 10:44 a.m.