

Jefferson County Fair Park May 3, 2018 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, May 3rd at 8:02 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Alyssa Spaanem, Brandon White, Conor Nelan, Debra Hall-Kind, Kathy Steindorf, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt and County Board Chairman James Schroeder. Peter Hartz 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 5, 2018 meeting as presented and seconded. Motion carried.

Communications: A thank you email from Lifeline and a thank you letter from Wisconsin Equine Practitioners Association (WEPA).

Public Comment: None

Review of Community Feedback and suggestions on Fair Operations: None

Election of Committee Chair, Vice and Secretary: Alyssa Spaanem made a motion to nominate Blane Poulson as the Committee Chair, seconded by Kathy Steindorf. Debra Hall-Kind moved to close the nominations, seconded by Kathy Steindorf. Unanimous vote in favor of Blane Poulson. Alyssa Spaanem was nominated by Blane Poulson for Vice Chairman, seconded by Kathy Steindorf. There was no opposition. Debra Hall-Kind moved to close the nominations, seconded by Kathy Steindorf. Unanimous vote in favor of Alyssa Spaanem for Vice Chairman. Brandon White was nominated by Blane Poulson to be Secretary, Kathy Steindorf seconded. Debra Hall-Kind moved to close the nominations, seconded by Kathy Steindorf. Unanimous vote in favor of Brandon White for Secretary.

Review of Community Feedback & Suggestions on Fair Operations: People are liking the Fair postings on Facebook.

Discussion on how to improve and increase non-fair events: A suggestion was made to contact Harley Davidson, whose 115th anniversary celebration is soon, to make them aware that we have camping. Also maybe put this on Facebook.

Discussion and possible action on Marketing Partnerships and Sponsorships: There is a continued effort to retain current sponsors and to obtain new ones. Amy Listle updated the committee as to who was contacted and who still needs to be and presented the different sponsorships tiers that have been developed. Kathy Steindorf suggested to give organizations choosing the Friend of the Fair option the opportunity to get a booth at the fair for a discount. A motion to approve the sponsorship opportunities with any amendments discussed at the meeting was made by Debra Hall-Kind and seconded by Kathy Steindorf. The motion passed unanimously.

Financial Report: Review of February 2018 financials.

Supervisor's Report: Roger Kylmanen gave an update as to the progress on the updates to the wash rack and swine barn. The grant Roger applied for from Compeer for swine barn improvements was approved. The temporary US Cellular tower put up in the southwest corner behind the storage barn was an improvement on the US Cellular cell service. Calls on Verizon during the car show were being dropped whereas the US Cellular calls were able to be completed. The Dairyland Dog Show will be held this weekend and the fair park's first horse show will be the weekend of May 12 & 13.

Office Report: April Fair Park events have been reconciled. Junior Fair entry deadline is May 18. Open class entries are due June 15. The fair office sent a mailing to all past open/senior exhibitors to encourage them to sign up for the fair. There were numerous fair sign up presentations to help people register for fair. Winter storage is all picked up. The fair car has been wrapped to promote the fair. Family 5-packs will be on sale now until July 10th or when sold out. Vendor contracts are available and vendor payments have been coming in. Layouts for the vendors have been changed to try to better accommodate the indoor vendors. Yard signs are in and have begun to be distributed. Work continues on the following: Advertising; Sponsorships; Entertainment Contracts; Vendor Contracts.

Discussion and possible action on future meeting schedule and agenda items: Agenda items-Shirt embroidery for committee members; Fair Park strategic plan. The committee agreed to change the start time of the committee meetings from 8:00 a.m. to 8:30 a.m..

Next Meeting: Meetings will be held at 2:00 p.m. outside the main gate off of Puerner Street each day of the fair when needed.

With no further business, Alyssa Spaanem made a motion to adjourn the meeting. Kathy Steindorf seconded. Motion carried. Meeting adjourned at 9:18 a.m.