

Fair Advisory Board Minutes

Fair Park Activity Center
503 N. Jackson Avenue
Jefferson, WI 53549

January 17, 2023

Fair Advisory Board Members **Present:**

Kylene Anderson, Curt Backlund, Lindsey Baneck, Joy Brattlie, Robert Ganzow, Brad Gefvert, LaVern Georgson, Angie Greving, Jessica Hnsen, Ryan Isaacsen, Tom Kohls, Leah Mindemann, Hope Oostdik, Carie Pellmann, Heather Reu, Jim Schroeder, Gary Skalitzky, Kim Turner

Absent:

Jeremy Chwala, Kevin Doherty,

- 1) The meeting was called to order at 7:00 PM by Blain Poulson
- 2) The meeting was in compliance with the open meetings law
- 3) Elections

Curt Backlund nominated Jim Schroeder for Chair, seconded by Joy Brattlie. No other nominations were given. Motion Carried

Joy Brattlie nominated Brad Gefvert for Vice-chair, seconded by Curt Backlund. Joy Brattlie declined. Motion Carried

4) Fair Week Financials

- a. County Administrator Ben W. provided an overview of the fair week financials
- b. Ben explained that the code 21209 total of \$450,000 was for the auction and should be considered a separate item
- c. Revenue stream from the fair is approximately \$500,000

5) Entertainment

- a. Grandstand entertainment
 1. Wednesday-Tractor Pull
 2. Thursday – Truck Pull
 3. Friday – Rodeo
 4. Saturday – Demo Derby
 5. Sunday – Demo Derby
- b. Other entertainment

1. Dinosaurs Adventure
2. Pig Races
3. Duck Races
4. Dog Dock Diving
5. Roving Robot

c. \$94,100 has been spent in the entertainment budget leaving approximately \$95,000 for bands in the beer tent and any other misc. entertainment

6) Fair Premium Book

- a. Joy Brattlie and Lindsey Baneck Volunteered to take the lead on updating the fair book
- b. Joy stated that 95 percent of superintendents have said yes to coming back. We are waiting on callbacks for 2-3 departments (Camping and trailer parking)

c. Various superintendents spoke with concerns and suggestions would like bring back shooting sports back, open class goats and sheep and dairy, open class future showmanship, clover buds
note: must belong to a qualified group to show in open class

7) Function Areas

a. Marketing

1. Kylene Anderson and Angie Greving will coordinate marketing
2. There was a discussion on the theme for the fair for 2024 it was suggested that it be The Year of Jefferson County Family or Families or Community
3. Have a sign contest for the fair and allow for the community to vote for the best sign – note: you do not need to be a member of an organization
4. Should we consider Geofencing for data mining
5. Work with kid's activities group - build bridges with youth groups

b. Vendors

1. Fair Park employee needs to be the lead on this as they have the authority to sign contracts
2. Contract due dates need to be published.
3. Need more local vendors
4. Check on pricing with other county fairs for vendors. How does our pricing compare?
5. Give local vendors a break on pricing
6. Feb 28 contracts must be sent out due back March 15th – POC Blain P.

c. Sponsors

1. Heather Reu will coordinate
2. Superintendents should reach out for award sponsorships for exhibitor awards
3. There needs to be a tiered Sponsorships with a list so that potential sponsors are not contacted multiple times. (i.e. superintendents should not contact major sponsors).
4. Each barn should be sponsored (i.e. Day Break sponsored poultry barn in the past)
5. We need to bring back previous umbrella sponsors – visit them in person and let them know we are restructuring
6. New businesses need to be contacted (i.e. Palermo pizza, TDS, etc.)
7. Sponsors want face to face contact, don't put amount, they want to know what their money is being used for. (i.e. something at the fair that aligns with their business. Blain will give a list of who has/has not been contacted
8. Ben states that we a currently projecting \$60,000 in sponsorships

d. Volunteers

1. Jessica Hansen will coordinate with area schools
2. Manning the gates is the #1 area of concern – Blaine to call Daisey

e. Exhibitors

1. Joy Brittlie and Lindsey Baneck will do this in conjunction with the fair book

f. Entertainment

1. Robert Ganzow and Kevin Doherty will coordinate
2. Robert reported that he has contacted 12 bands and more contacts being made
3. Ideas
 - a) Saturday from 12pm to 3pm there will be a garage band jam with local kids
 - b) Friday will be kids day
 - c) Saturday - bring a tractor to the fair 10 am to 4 pm
 - d) Sunday - bring a classic car to the fair
 - e) Saturday - community block party
 - f) Wednesday/Thursday flea market in gravel area
 - g) Friday craft fair in gravel area
 - h) Bring back bingo and Senior's Day
4. Advertise the Friday evening horse pull

g. Kid's Activities

1. Kylene will coordinate
 - a) Serve the kids a free lunch (i.e. hotdogs, chips and a drink) reach out to local businesses to sponsor the food – check with Kwik Trip, Festival Foods, Pic-N-Save
 - b) Check and see if Fort Health Care can bring back the obstacle course?
 - c) Have a pedal tractor pull - Rachel Thom
 - d) Cricket spitting
 - e) Cow pie bingo
 - f) Corn pit
 - g) Kid's talent contest

h. Grounds / site logistics

1. Open North main gate
 2. Limit west gate to exhibitors or vendors
 3. Tear down grandstand fence
 4. Faster beer ticket sales
 5. Separate beer from kids
 6. Fix midway flow (i.e. FFA ice cream stand was way off the beaten path)
 7. Improve the look of the fair grounds
 - a) Can FFA left over plants be planted around t the fair grounds
 - b) Require every group to make a planter for the fair
 8. Replace the sign on Hwy 18 and Jackson Ave with digital sign
 9. Do not allow vehicles to park next to the outdoor arena
 - i. Community Engagement
 1. Kylee, Hope, and marketing group will coordinate
 - j. Special Event Day
 1. Wednesday - Senior Day with bingo
 2. Thursday - Community Day recognizing veterans and first responders
 3. Friday – Kid’s Day
 4. Sunday – Latin Day
- 8) Discussion on Communication and Functional Updates/Project Tracking
1. Michael Luckey will develop a Google Doc for tracking and coordination
 2. We will need to have a superintendent for the Auction

Next meeting: January 31, 2024 7:00 PM

Respectfully Submitted by: Curt Backlund