

FAIR ADVISORY BOARD MINUTES

January 31, 2024

UW-Extension

864 Collins Road, Jefferson, WI 53549

1. Call to Order

Meeting was called to order by Schroeder at 7:00 p.m.

2. Roll Call

Members present: Kylene Anderson, Curt Backlund, Lindsey Baneck, Joy Brattlie, Jeremy Chwala, Kevin Doherty, Robert Ganzow, Brad Gefvert, Jessica Hansen, Ryan Isaacsen, Tom Kohls, Carie Pellmann, Heather Reu, Jim Schroeder, Gary Skalitzky, Kim Turner

Members absent: LaVern Georgson, Angie Greving, Leah Mindemann, Hope Oostdik

3. Certification of compliance with Open Meeting Law Requirements

County Administrator Ben Wehmeier certified compliance with the open meetings law.

4. Review and approve Minutes from January 17, 2024

A motion was made and seconded to approve the January 17, 2024 Minutes. Motion carried.

5. Public Comment

No public comment.

6. Discussion and Possible Action on 2024 County Fair Premium Book

Joy Brattlie is still searching for Cat Superintendents and Rabbit Superintendents. There was a request to schedule the Dog Show for Monday, June 24, 2024 at 5:00pm. Ben Wehmeier was asked to send an e-mail to Fair Park Staff with this request. A question was raised regarding who sets fees and determines the premiums.

Joy Brattlie and Lindsey Baneck presented an overview of the changes made to the Fair Book. Fair Book updates will be completed and sent to Fair Park staff by Monday, February 5, 2024.

There was a discussion about the penning needs. Superintendents were instructed to inform Blane Poulson of their needs.

The Advisory Board recommended the following:

- Nonanimal judges to receive a minimum of \$125
- Animal judges to receive a minimum of \$175 and a maximum of \$500
- Animal departures (dismissal) will be determined by herdsmanship placement (7pm)
- Exhibitors will be automatically entered into showmanship and can opt out at check-in
- Must do showmanship in order to sell an animal

A motion was made and seconded to forward these recommendations to the Fair Park Committee for their consideration. Motion carried.

7. Update on Communication and Functional Updates/Project Tracking

County Administration has a preferred candidate for the open Advanced Program Assistant position at the Jefferson County Fair Park. The Fair Park Director position has been posted and County Administration hopes to extend an offer to a candidate in time for he or she to be confirmed at the March County Board meeting.

8. Update on Fair Week Entertainment and Contracts

There are six contracts out. Bands currently under contract, or those in discussions, include: Best Westerns Bluegrass Band, Karaoke, a Toby Keith Tribute, Madison County, Twang Dragons, Garage Band Jam, and La Movida.

9. Update on Functional Areas

- a. Marketing

Kylene Anderson and Angie Greving will coordinate marketing. A motion was made and seconded that the theme of the Fair be: "Red, White & Blue – This Fair is For You" Motion carried. Ideas were shared such as having a sign contest for the fair with community voting on the best sign (no organization membership required), considering Geofencing for data mining, and working with kids activities groups to build bridges with youth groups.

b. Vendors

It was discussed that Fair Park staff should lead on this as they have the authority to sign contracts. Contract due dates should be published and the Fair should have more local vendors. It was suggested that we compare our pricing levels to other County Fairs. It was suggested that local vendors get a break on pricing. Blane Poulson will be the Point of Contact for the Advisory Board. It was recommended that contracts are sent out by February 28th and due back by March 15th.

c. Sponsors

Heather Reu will coordinate Sponsors. The following points were raised or carried over from a previous meeting: Superintendents should reach out for award sponsorships for exhibitor events. Sponsorships should be tiered, and compiled in a master list, so that potential sponsors are not contacted multiple times (Superintendents should not contact major sponsors). Each barn should be sponsored (i.e. Day Break sponsored the poultry barn in the past). Previous umbrella sponsors should be visited in person and brought back. New businesses should be contacted (i.e. Palermo Pizza, TDC, etc.). Sponsors want face-to-face contact, not an amount, and they want to know what their money is being used for, such as something at the fair that aligns with their business. Blane Poulson will give a list of who has/has not been contacted. County Administrator Ben Wehmeier stated that the budget lists \$60,000 in anticipated sponsorship revenue.

d. Volunteers

The following points were raised or carried over from a previous meeting: Jessica Hansen will coordinate with area schools. Manning the gates is the #1 area of concern. Blane Poulson will call Daisey.

e. Judges

Michael Luckey will provide Joy Brattlie with a list of eligible judges.

f. Exhibitors

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

g. Entertainment

Robert Ganzow and Kevin Doherty will coordinate. The following points were raised or carried over from a previous meeting: Wednesday/Thursday flea market in gravel area. Friday will be kids day. Friday craft fair in gravel area. Saturday from 12pm to 3pm there will be a garage band jam with local kids. Saturday community block party. Saturday – bring a tractor to the fair from 10am to 4pm. Sunday – bring a classic car to the fair. Bring back bingo and Senior's Day. Advertise the Friday evening horse pull.

h. Kids Activities

Kylene Anderson will coordinate. The following points were raised or carried over from a previous meeting: Serve the kids a free lunch (i.e. hot dogs, chips & drink). Reach out to local businesses to sponsor the food – check with Kwik Trip, Festival Foods, Pick-N-Save. See if Fort Health Care can bring back the obstacle course. Have a pedal tractor pull – cost \$2,000. Cricket spitting. Cow pie bingo. Corn pit. Kids talent contest.

i. Grounds/Site Logistics

Brad Gefvert will begin sketching out a map for site needs. The following points were raised or carried over from a previous meeting: Open North main gate. Limit west gate to exhibitors or vendors. Tear down grandstand fence. Faster beer ticket sales. Fix Midway flow (i.e. FFA ice cream stand was way off the beaten path.) Improve the look of the fair grounds (can FFA leftover plants be planted around the fairgrounds, can we require every group to make a planter for the fair). Do not allow vehicles to park next to the outdoor area. Bring back the bingo tent for eating and socializing.

j. Community Engagement

Kylene Anderson, Hope Oostdik, and marketing group will coordinate.

k. Special Event Days

The following points were raised or carried over from a previous meeting: Wednesday – Senior Day with bingo, Thursday – Community Day recognizing Veterans and First Responders, Friday – Kids Day, Sunday – Latin day

l. Fairest of the Fair

No discussion.

m. Auction

Small animal auction will begin at 10:00am, dairy at 12:00pm, awards at 12:45pm. Large animal at 1:00pm. Food will be served from 11:00am to 3:00pm. Everyone who comes to the auction must be given a ticket to the Fair. Registered buyers will get food and drink tickets.

10. Next Meeting

February 21, 2024 at 7:00pm. Location TBA.

11. Adjourn

A motion was made and seconded to adjourn. Motion carried. Adjourned at 8:55pm.

Respectfully submitted by: Curt Backlund