FAIR ADVISORY BOARD MINUTES
August 28, 2024
UW-Extension Office & Zoom Meeting

1. **Call to Order**
   Meeting was called to order by Schroeder at 7:05 p.m.

2. **Roll Call**
   Members present:
   Lindsey Baneck, Joy Brattlie, Kylene Anderson, Angie Greving, Jessica Hansen, Leah Mindemann, Carie Pellmann, Jim Schroeder, Kim Turner, Brad Gefvert.

   Members present via Zoom:
   Kevin Doherty, Heather Reu

   Also present: Becky Roberts, Fair Park Director; Sammy Garvey, Fair Coordinator; Abby Schopen, Events Manager; Kassidy Hegge, Administrative Assistant; Ed Bielinski, Gary Skalitzky

   Members Absent: Hope Oostdik, Tom Kohls, LaVern Georgeson, Robert Ganzow, Jeremy Chwala, Ryan Isaacsen

3. **Certification of compliance with Open Meeting Law Requirements**
   Schroeder certified compliance with the open meetings law.

4. **Approval of minutes from June 27:**
   Motion made Brattlie, seconded by Turner to approve the minutes from June 27th, 2024.

5. **Public Comment**
   No public comment made.

6. **Review of the 2024 Jefferson County Fair**
   - Roberts shared that over 10 debrief meetings have been held since the end of the Jefferson County Fair. These meetings have focused on evaluating the event's successes and areas for improvement.
   - Feedback was provided by various attendees regarding the current layout and use of the "Heart of the Park" Space.
   - Several ideas were discussed regarding how to best recruit gate workers for 2025.
   - Handicap parking inside the park was discussed.
   - Safety concerns regarding the demolition derby as well as the rodeo were shared.

7. **Preparation for 2025 County Fair**
   - There was extensive discussion on managing entertainment events, with a focus on crowd safety.
   - The group considered the possibility of finding new promoters for both the Demolition Derby and the Rodeo, to improve event organization and safety protocols.
   - A suggestion was made to explore relocating the rodeo to the draft horse arena which could better accommodate the crowd and ensure safer viewing and participation as well as for the animals involved. Further evaluation of this idea will be necessary as to the cost of renting bleachers and expanding the existing arena.
   - The group discussed the idea of opening the poster contest to local schools, aiming to engage the community and encourage student participation.
   - There was consideration of the timeline for this initiative, with suggestions on how to align it with school schedules to maximize involvement. Further planning is needed to finalize the timeline.

- Roberts presented a plan to move the "Kidz Zone" and incorporate the Pig & Duck races into that area. Other changes proposed were adding a community stage, moving Rabbits and adding a food option within the Activity Center.
- Other timeline changes were discussed, including updates to the Premium book, Sponsorship as well as Fair Week activities.
- Additional changes in development include creation of an Entertainment Committee & Auction Committee.
- Carie Pellman provided a financial update on the Auction, reporting a final amount of $519,713.70.

8. **Fair Advisory Board Vacancies**
   Roberts reminded members of terms that are expiring:
   - Jim Schroeder
   - Angie Grieving
   - Bob Ganzow
   - Hope Oostdik
   - Jeremy Chwala

   There are three vacancies due to movement:

   - Curt Backlund – Moved to Fair Park Committee
   - Gary Skalitzky – Moved to Fair Park Committee
   - Tom Kohls -Resigned from position

   Applications for the Fair Advisory Board are now being accepted. The Fair Park Committee will review and make selections and recommendations to the County Board for the October 8th meeting. This will result in the next meeting for the new Fair Advisory Board to be held on Wednesday October 23, 20024.

9. **Staff updates**
   Samantha Garvey has accepted the role of Advance Program Assistant and will serve as Fair Coordinator.

10. **Adjourn**

    Motion made by Gefvert, seconded by Mindemann, to adjourn. Motion carried. Meeting adjourned at 8:48pm.

Respectfully Submitted
Abby Schopen
Events Manager, Jefferson County Fair Park