

Fair Advisory Board

MINUTES

Videoconference or

Workforce Development Center
874 Collins Road
Jefferson, WI 53549

Wednesday, December 4, 2024
7:00 p.m.

Fair Advisory Board Members

Kylene Anderson, Lindsay Baneck, Tracy Brandel, Joy Brattlie, Kevin Doherty, Robert Ganzow, Brad Gefvert, LaVern Georgson, Angie Greving, Jessica Hansen, Ryan Isaacsen, Leah Mindemann, Carie Pellman, Heather Reu, Jim Schroeder, Ashley Sinkula, Kim Turner, Jerry Wilcenski, Dave Zimmerman

1. Call to Order
 - Schroeder called the meeting to order at 7:04 pm
2. Roll Call
 - Members present:
 1. Angie Sinkula, Kim Turner, Tracy Brandel, Lindsay Baneck, Dave Zimmerman, Jim Schroeder, Brad Gefvert, and Ryan Isaacsen
 - Members present on Zoom:
 1. Kevin Doherty, Carie Pellman, Leah Mindemann, Joy Brattlie, Jessica Hansen
 - Also present:
 1. Becky Roberts, Kassidy Hege, Sammy Garvey
3. Certification of compliance to Open Meetings
 - Schroeder certified compliance with the open meetings law.
4. Review and approve Minutes from October 23, 2024 meeting
 - Motion made by Isaacsen, seconded by Brandel to approve the minutes from October 23rd, 2024; motion carried.
5. Public Comment
 - No public comment made.
6. Review of November 14 Fair Park Committee Meeting
 - Roberts reviewed the key discussions from the Fair Park Committee meeting, highlighting the role of Fair Park in Jefferson County tourism.
 - Gefvert asked about the last day for Ben Wiehmeier as County Administrator, and Roberts confirmed it would be **December 12, 2024**. A discussion followed regarding the recruitment of this position.
7. Review and discussion of upcoming Fair-related events
 - Garvey shared:
 1. The beef cattle weigh-in will occur at the Fair Park on **December 14, 2024**.
 2. Applications and nomination for the Fairest of the Fair 2025 are open until **December 20, 2024**.
8. Discussion on 2025 Fair planning to date
 - Garvey shared progress on the following topics
 1. FairEntry is on the Fair Park website, exhibitors may register until the closing date of May 23rd, 2025
 2. All youth organizations are invited to complete an application for the 2025 Fair, as records for contact persons needs to be updated. Board members offered to assist with gathering contact details.

3. Opportunities for the community including community stage, coloring adventure, poster contest, and fundraising opportunities were shared.
4. Changes to the Fair including entertainment, the cat department, and the change of an exposition hall in the East building were shared.
 - The board discussed possible outreach for sponsorship, hiring an animal ultrasound technician, and further community involvement.
9. Discussion on Advisory Board involvement opportunities
 - Garvey identified four areas where board members or the community could get involved: gates, poster contest, community stage, and the “Heart of the Park.”
 1. Greving volunteered to oversee the poster contest.
10. Old Business
 - No old business was discussed.
11. New Business
 - Roberts shared plans for two new websites: one dedicated to the Fair and another for Fair Park, both expected to launch in **February or March 2025**.
 - Gefvert inquired about the Hall of Fame nomination process, to which Garvey shared that the nominations are now live on the website.
12. Next Meeting
 - The next Fair Advisory Board meeting will be held on Wednesday January 22nd, 2025.
13. Adjourn
 - Gefvert moved to adjourn meeting at 8:32 p.m., Isaacsen seconded, motion carried.

Respectfully submitted,
Sammy Garvey
Fair Coordinator, Jefferson County Fair Park