

**Jefferson County - Fair Park Committee  
Meeting Minutes  
Thursday, December 12, 2024**

1. **Call to order:**  
Chair Blane Poulson called the meeting to order at 8:00am.
2. **Roll call (establish a quorum):**  
Members Present: Curt Backlund, Mark Groose, Blane Poulson, Gary Skalitzky, Libby Hafften, Georgia McWilliam, Brandon White (via Zoom).  
Others Present: Becky Roberts, Ben Wehmeier (via Zoom), Abby Schopen, Michael Luckey
3. **Certification of compliance with Open Meetings Law:**  
Michael Lucky certified compliance with the Open Meetings Law.
4. **Review of Agenda:**  
A motion made by Backlund, seconded by Hafften to approve the agenda as presented. Motion carried 6-0.
5. **Public Comment:** No public comments were received.
6. **Approval of November 14<sup>th</sup>, 2024, committee meeting minutes:**  
Corrected minutes from November 14, 2024, were unanimously approved, Motion by Backlund, seconded by Groose.
7. **Communications:** None were noted.
8. **Jefferson County Fair 2025 planning updates:**  
The Fair Premium Book has been finalized and is currently undergoing grammatical corrections. The term "Non-Animal" has been officially renamed to "Static" to better reflect its purpose.  
Preparations for the upcoming Beef Weigh-In are on schedule, with the event set to take place on December 14, 2024, at Fair Park. Meanwhile, the *Fairest of the Fair* program is launching, with judging and coronation planned for late January.  
Emergency planning discussions with EMS are actively addressing the relocation of the helipad to enhance operational readiness. Logistical preparations for upcoming events are well underway, including the procurement of tents, golf carts, and Porto Potties. The Auction committee has met twice with plans to continue meeting on a regular basis.  
Dairy contingency planning is in progress to mitigate the potential impacts of H5N1.  
On the sponsorship front, Culver's has agreed to support the *Coloring Adventure*.  
A broader sponsorship plan is anticipated to roll out after the first of the year.  
In terms of entertainment, two tribute bands have been secured for the entertainment tent. A rodeo will also be featured on Wednesday and Thursday evenings in the draft arena, while efforts continue to identify alternative entertainment options for the grandstand.
9. **Discussion on Fair Park operations updates:**  
Roberts shared updates on several new software implementations, including Camping, EventPro, and Fair Entry, which will enhance operational efficiency. Additionally, progress was reported on the development of new logo designs and the launch of two separate websites to support Fair Park & Fair. Staffing progress was reported as well.  
Roberts expressed interest in Fair Park stepping down as a "Visitor Center". Backlund motioned, Hafften seconded.  
Recently there was an energy assessment made of Fair Park. There will be an update at the next Fair Park Committee meeting.
10. **Discussion and possible action Naming Rights/Sponsorship policy:**  
Roberts provided an update on ongoing discussions with the four major sponsors of the Fair and Fair Park. Will have more updates for the next meeting.
11. **Discussion and review of Fair Park facilities capital needs planning:**  
Advancements in park communications were highlighted, including the implementation of radios and the installation of a roof-mounted antenna. These upgrades significantly enhance operational efficiency and overall event management.
12. **Discussion and possible action on tentative future meeting schedule and agenda items:**  
There will be further updates on the new websites & software, amongst other items as previously mentioned. Poulson asked that the naming rights agenda item stay on the agenda to work through possible solutions in 2025.
13. **Adjournment:**  
Motion made by Backlund seconded by Groose to adjourn. Motion carried. Meeting adjourned at 9:53am.

Respectfully submitted,  
Abby Schopen  
Fair Park Events Manager