

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

1. **Call to order:**

Chair Blane Poulson called the meeting to order at 8:31am.

2. **Roll call (establish a quorum):**

Members Present: Curt Backlund, Mark Groose, Blane Poulson, Brandon White, Gary Skalitzky, Libby Hafften (via zoom); Georgia McWilliam (via Zoom)

Members Absent:

Others Present: Becky Roberts, Ben Wehmeier, Abby Schopen, Michael Luckey, Deb Kind

Zoom Attendees: Joy Brattlie

3. **Certification of compliance with Open Meetings Law:**

Wehmeier certified compliance with the Open Meetings Law.

4. **Review of Agenda:**

A motion made by Backlund, seconded by White to approve the agenda as presented. Motion carried 7-0.

5. **Public Comment:**

Deb Kind expressed concerns about sponsorship and the cost of poultry at the 2024 Fair.

6. **Approval of August 8, 2024, committee meeting minutes:**

A motion made by Backlund, seconded by White to approve the minutes as presented. Motion carried 7-0.

7. **Communications:**

A letter was shared from an anonymous Fair attendee regarding handicap parking and seating areas at the 2024 Fair.

8. **Discussion on results from the 2024 Jefferson County Fair**

Roberts provided a recap of the post-fair debrief meetings. She shared that the auction total reached \$519,713.70, surpassing the budgeted goal. Fair revenue, after accounting for expenses, was reported as profitable. Additionally, the group discussed several topics, including handicap parking, sponsorship opportunities, and concerns related to the pricing of carnival wristbands.

9. **Discussion and action on planning the 2025 Jefferson County Fair:**

The dates for the 2025 County Fair were confirmed as July 9-13, 2025. Suggestions for next year's fair include forming an Entertainment Committee and an Auction Committee. Grandstand and track safety concerns were also discussed, along with the need for improved handicap parking.

The team is still in the information-gathering phase for entertainment options, with discussions about potentially relocating the rodeo to the draft arena. All 2024 Superintendents have agreed to return for 2025, and work on edits for the premium book is underway, with an expected completion date of October 1st. Sponsorship for 2025 will look different.

10. **Discussion and possible action on Fair Advisory Board membership:**

Luckey provided an update on Fair Advisory Board member termination dates, and the group discussed plans for the upcoming calendar year. Potential candidates for open positions were considered during the meeting.

- Groose made a motion, seconded by Backlund, to nominate Tracy Brandel to fill the position vacated by Backlund.
- Backlund then motioned, with White seconding, to nominate Jerry Wilcenski to fill a vacancy.
- Poulson moved, with Backlund's support, to nominate Dave Zimmerman for another open position.
- Poulson also motioned, seconded by Backlund, to nominate Ashley Sinkula to fill the remaining vacancy.

All Motions carried 7-0

The date of 10/23/2024 was provided for the next Fair Advisory Board meeting.

11. **Fair Park Update**

Roberts gave an update on Fair Park needs. Including roof repair, gate repair, new software for events, camping & fair management. Sammy Garvey has accepted the Fair Coordinator position.

12. **Adjourn**

Motion made by Backlund seconded by White to adjourn. Motion carried 7-0. Meeting adjourned at 9:27am.

Respectfully submitted,
Abby Schopen
Fair Park Events Manager