

# Fair Advisory Board MINUTES

Wednesday, January 22, 2025  
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 Pellmann, Heather Reu, Jim Schroeder, Ashley Sinkula, Kim Turner, Jerry Wilcenski, Dave Zimmerman

1. Call to Order
  - Schroeder called the meeting to order at 7:03 p.m.
2. Roll Call
  - Members present: Kevin Doherty, Dave Zimmerman, Kim Turner, Heather Reu, Joy Brattlie, Ryan Isaacsen, LaVern Georgson, Ashley Sinkula, Brad Gefvert, Jim Schroeder, Leah Mindemann, Kylene Anderson, Lindsay Baneck
    - Others present: Becky Roberts, Sammy Garvey, Ed Bielinski
  - Members present online: Angie Greving, Jerry Wilcenski, Tracy Brandel, Carie Pellmann
    - Others online: Sue Marx
3. Certification of Compliance to Open Meetings
  - Schroeder certified compliance with the open meetings law.
4. Review and Approve Minutes from December 4, 2024 Meeting
  - Motion made by Doherty, seconded by Brandel to approve the minutes from December 4, 2024; motion carried.
5. Public Comment
  - No public comment was made.
6. Review of January 9 Fair Park Committee Meeting
  - Roberts reviewed key discussions from the Fair Park Committee meeting, highlighting events happening at Fair Park and upcoming changes to software solutions and the websites.
7. Review and Discussion of Recent/Upcoming Fair-Related Events
  - Recap of Beef Weigh-in on December 14, 2024
  - The Fairest of the Fair program has one candidate who participated in a judging event on January 10 and will attend the coronation on January 26 at 2 p.m.
  - Plans for two websites launching in mid-February: one for the Fair and one for Fair Park.
  - The vendor selection process has begun.
8. Discussion on 2025 Fair Planning Items
  - Kidz Zone - Baneck is creating a map to plan where all kids' entertainment will be.
  - Coloring Adventure - Gefvert reported that the Coloring Adventure will begin in March, with the coloring page to be distributed at Lake Mills and Whitewater Culvers. Anyone aged 3-9 may submit a coloring to be featured at the Fair.
  - Poster Contest - Garvey reported use of a Facebook ad campaign, and looking to reach more audiences before the February 24, 2025 deadline.
  - Community Stage - Garvey reported that Tom Kohls, former Fair Advisory Board member, will meet with her next week to discuss details.
  - Auction - Pellmann reported on the recent Auction Committee meeting held on January 13, 2025. Topics included options for processors, auctioneers, grants, and new developments regarding the scale.
  - Farmer's Olympics - Wilcenski reported on updates with Farmer's Olympics and is finalizing a list of games. His next steps include developing rules and creating a T-shirt design for participants.
  - Heart of the Park

- Roberts reported plans to build on the success of Tractor Day, Truck Day, and Classic Car Day.
  - Board offered some brainstorming of how to fill other days which included Whitewater's strong robotics team, niche cars such as low riders, hot rods, or semis, race cars from the Jefferson Speedway, and the Jefferson County Snowmobile Alliance/Club Chaos.
  - “Touch a Truck” event was suggested along with “Decorate a UTV” day, potentially involving the Jefferson Half Mile Club.
  - Ticketing/Gates
    - The Fair Park sent out checks to all gate workers who were in contact on January 21.
    - Roberts emphasized the desire to recruit more volunteer groups this year. Volunteer information is a work in progress.
  - Entertainment
    - Roberts reported that the Fair will feature diverse acts daily, with entertainment announcements expected within the next month.
  - Other Items
    - Roberts reminded the Board about the February 4 Fair Preview meeting.
9. Old Business
- Judges Update - Cassidy Hege, is finalizing judge notes and arrangements for the 2025 Fair, with follow-ups to happen in the next few weeks.
  - Ultrasound Tech - Dr. Reyes, the 2024 Ultrasound Technician, is in high demand. Garvey stressed the importance of efficiently utilizing his time on the Tuesday of the Fair.
  - Community Outreach - Roberts shared her message to engage all County communities, not just Jefferson.
10. New Business
- Sinkula questioned how to attract an audience to animal features such as the Drill Team. Suggestion was made to find a way to incorporate the Drill Team into the Draft Horse Shows.
11. Next Meeting
- Wednesday, February 26, 2025, at 7 p.m. at the Fair Park Activity Center.
12. Adjourn
- Doherty moved to adjourn the meeting at 8:36 p.m. Turner seconded; motion carried.

Respectfully submitted  
 Sammy Garvey Fair Coordinator  
 Jefferson County Fair Park