

Fair Advisory Board MINUTES

Wednesday, February 26, 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 7:04 p.m.

2. Roll Call

- Members present: Dave Zimmerman, Bob Ganzow, Kevin Doherty, Ryan Isaacsen, Heather Reu, Joy Brattlie, Jessica Hansen, Leah Mindemann, Jim Schroeder
- Members attending virtually: Kim Turner, Kylene Anderson, Tracy Brandel, Carie Pellmann
- Others present: Becky Roberts, Sammy Garvey

3. Certification of Compliance with Open Meetings Law

- Schroeder confirmed compliance with the Open Meetings Law.

4. Approval of Minutes from January 29, 2025

- Motion by Doherty, seconded by Isaacsen, to approve the minutes from January 22, 2025. Motion carried.

5. Public Comment

- No public comments were made.

6. Review of February 13 Fair Park Committee Meeting

- Roberts summarized key discussions from the Fair Park Committee Meeting, including entertainment contracts and staff changes at the Fair Park.

7. Fair-Related Events Update

- Roberts reported that no upcoming Fair-related events are scheduled.

8. 2025 Fair Planning Discussion

- Kidz Zone
 - Baneck has finalized the general layout map.
- Coloring Adventure
 - Garvey reported that coloring pages will be available at Culvers and the website starting March 1.
- Poster Contest
 - Seven poster entries were received; voting will take place from March 1–9.
- Community Stage
 - Garvey is working on the schedule. Board members are encouraged to continue spreading the word to performers.
- Auction
 - The next auction committee meeting is scheduled for Monday, March 10, at 7:00 p.m. at the Fair Park.
- Farmer's Olympics
 - Wilcenski is finalizing the list of games and rules.
- Heart of the Park
 - Plans remain in place for Farm Truck, Tractor, and Classic Car days.
 - Roberts met with Jefferson Speedway members to coordinate a Race Car Day on Thursday of the Fair.
- Ticketing/Gates
 - Two gate supervisors have been assigned to assist with coordinating gate volunteers and workers.
- Entertainment
 - A press release has been issued regarding the 2025 Fair entertainment lineup. Some entertainment contracts are still being finalized.
- Other Items
 - Garvey will distribute program books to community centers (e.g., libraries) in March, with board members assisting.

- Discussion was held regarding the change in terminology from "Showperson" to "Showman" and its impact on the Fair.

9. Old Business

- Awards
 - Garvey is coordinating with animal superintendents to finalize award selections for 2025.
- Judges
 - All but three judges have verbally confirmed their attendance.
- Vendors
 - A vendor sign-up is now available on the Fair website.
- Website Launch
 - Two separate websites will go live on March 4:
 - jcofair.com (Fair)
 - jcfairpark.com (Fair Park)
 - A Fair Park Facebook account will also be created.
- Marketing Plan
 - Roberts provided an update on marketing efforts, including billboards, digital advertising, newspapers, and radio promotions.
 - Program books are expected to be completed in May and distributed in June.
 - Discussion was held on the pros and cons of using yard signs for promotion.

10. New Business

- Staffing: Applications are being received for an administrative assistant and a part time maintenance worker.

11. Next Meeting

- Scheduled for March 26, 2025, at 7pm at the Fair Park Activity Center

12. Adjournment

- Motion by Mindemann, seconded by Doherty, to adjourn the meeting at 8:01 p.m. Motion carried.

Respectfully submitted

Sammy Garvey Fair Coordinator

Jefferson County Fair Park