

Fair Advisory Board MINUTES

Videoconference or
Jefferson County Fair Park – Activity Center
503 N. Jackson Ave Jefferson, WI 53549

Wednesday, August 27, 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, Ashley Sinkula, Kim Turner, Jerry Wilcenski, Dave Zimmerman

- 1) Call to Order: 7:03pm
- 2) Roll Call
 - a) Present: Dave, Angie, Carie, Bob, Brad, Kevin, Jessica
 - b) Virtual: Joy, Tracy, Leah, Lindsay
- 3) Certification of compliance to Open Meetings
 - a) yes
- 4) Review and approve minutes of July 23, 2025 meeting
 - a) Kevin made a motion to approve the minutes as presented. Angie seconded. Motion carried.
- 5) Public Comment(s)
 - a) No public comments
 - b) Roberts shared public notes received at the office: golf carts positive, signage was needed for those. Concerns that gate workers were not available by 8am. Second comments on music, stating that we should get rid of all music in the grandstand to highlight on motorsports more. They commented on the track size and parking for motorsports attendees. Third letter: karaoke night wrongly location advertised, pig/duck races were too far away from others. Music ended too quickly, more tables were needed. Becky has responded to each of them.
- 6) Review of August 14 Fair Park Committee Meeting
 - a) Debrief on fair results, updates on goat and sheep roof, budget goals for 2026, severe weather policy is in the works, new fire alarm in the activity center is set to be updates, RFP for a master plan in 2026.
 - b) Brad wants to discuss the difference between FPC and FAB. Roberts explained that because we are county owned and operated, we don't have a traditional fair board like most other counties. Instead, we have county supervisors that are on the FPC who oversees master planning, assets, buildings, and the bigger view of Fair Park in general. While they support and endorse the Fair, they don't hands-on direct any of the detailed aspects of the Fair, rather from a higher elevation. They ensure the Fair stays on mission and is supported with positive controls/systems and best serves the constituents of Jefferson County.
 - i) Brad explained that in the beginning of FAB, everything that was decided in FAB went to FPC to be approved or denied. We now have a stronger in-house leadership team that manages most of the decisions and communicates them to both FAB and FPC as needed. Because we have leadership and support in the office, we no longer need that direct conversation with FPC for small elements of the operation. Larger, more significant items do pass through FPC.
- 7) Share and discussion of 2026 Fair planning elements to date
 - a) Website update to change from 2025 to 2026, book updates (formatting, rules, show times), sensory day, Farmer's Olympics coming back, food pantry day coming back. Vehicle traffic on grounds is being looked at, thinking about the expo building and how to get people flowing through it. Thoughts about taste of Jefferson County on the first night of fair is in the works. Entertainment including Kidz Zone, roaming acts, rodeo is in review, community stage adjustments for 2026, and La Movida. Becky has reached out to an entertainment agency who can assist with booking acts.
 - i) Gefvert inquired about the expense for things such as the entertainment tent and bleachers, and how we are handling this going forward to reduce the seemingly ever-present on-going rental costs. Becky is

looking for structure in multiple facets of the Fair Park that would positively impact the Fair event. Much of this review will also be included in the Master Plan process.

- 8) Review of FAB membership and associated terms
 - a) There are 6 people whose terms are expiring and there are 2 current vacant positions. Lindsay, Joy, LaVern, Jessica, Leah, and Kim are terming out. Some have already shared their intent to vacate the seat. Aside from these 8 available seats, there are 12 people staying on this board.
- 9) Presentation of refreshed structure and function of Board
 - a) Change the title of the group to Fair Board, removing the word Advisory. This would change the responsibilities and structure of the board so we now have work groups
 - b) Doherty thinks that this new board will help us to establish a goal to be able to break apart and take action. Roberts agrees that this will help us establish a purpose, as that can't just be done by one person, it can be done by the village.
 - c) Hansen questions how to form a committee to be compliant with open meeting compliance. This is a question Becky will continue to navigate to ensure compliance.
 - d) Gefvert liked the mission of support, offer advice, and a helping hand. It captures what this board should be about. He noted that a conversation about expectations and communications on how the board fits into the fair and county, how the hierarchy will work will be very important.
 - e) After any approval of this plan, it'll go to FPC to ensure that it's appropriately put into record. After September 11th meeting, the application will be posted, we will accept completed applications and nominations.
 - f) Carie motioned that we move forward with application form and membership, Doherty seconds. Motion carried.
- 10) Old Business
 - a) none
- 11) New Business
 - a) Carie said that she's looking for a co-chair for the auction, as she's hoping to get out the following year.
 - b) 2025 Auction commission is 2.75%
- 12) Next Meeting – September 24
 - a) October 1st is the next meeting. This will have the first meeting of all new members, talking about expectations, meetings for the upcoming year.
- 13) Adjourn
 - a) Angie moved, Bob seconded, meeting adjourned 8:02 pm

Respectfully Submitted,

Sammy Garvey

Jefferson County Fair Coordinator