

Fair Board MINUTES

Monday, December 15, 2025

7:00 p.m.

1. Call to Order

- a. Roberts called the meeting to order at 7:02 p.m.

2. Roll Call & Introductions

- a. *In Person:* Kevin Doherty, Dave Zimmerman, Emma Statz, Matt Hanson, Lindsay Baneck, Ryan Isaacsen, Kerry Furlong, Justin Thom, Joy Brattlie, Carie Pellmann, Danielle Latsch, Cassidy Hege, Kyleene Anderson, and Brad Gefvert
- b. *Also Present:* Sammy Garvey, Becky Roberts, Abby Schopen
- c. *Absent:* Robert Ganzow, Angie Greving, Heather Reu, Jerry Wilcenski

3. Certification of Compliance with Open Meetings Law

- a. Roberts confirmed that the meeting complied with the Wisconsin Open Meetings Law.

4. Public Comment

- a. No public comment was shared at this time.

5. Board Orientation Topics

- a. *County Owned & Operated*
 - i. Roberts explained that in Wisconsin, the Jefferson County Fair is one of only four fairs that are owned and operated by their county. Many operations are impacted by this structure, including grants, sponsorships, and financial practices, which makes Jefferson County different from most other fairs.
- b. *Fair Park Committee*
 - i. Roberts explained that there are two different groups that affect actions and events for the Fair: The Fair Board and the Fair Park Committee (FPC). Topics that are brought up and discussed at Fair Board quarterly meetings are discussed and ratified at Fair Park Committee monthly meetings.
 - ii. The FPC handles all matters at the Fair Park year-round, including events, contracts, structural updates, staffing changes, park infrastructure & assets, and more. The Fair Board can and should suggest changes or improvements, but FPC members ultimately make the final decisions.
- c. *Fair Lingo Review*
 - i. Garvey reviewed terms that are important to understand, as they frequently come up at Board meetings. Some of these terms include exhibit, exhibitor, premium book, DATCP, FairEntry, youth organization, and more.
- d. *DATCP*
 - i. Garvey provided an overview of DATCP (Department of Agriculture, Trade and Consumer Protection) and how it relates to the Fair. There is a division within DATCP that monitors fairs and their activities. Among the most important items it regulates are animal health, state aid for premiums, and registered judges.
- e. *WAF: Wisconsin Association of Fairs*
 - i. WAF is our state association consisting of representatives from each fair in Wisconsin. We are in District IV and meet quarterly. WAF hosts a convention in January to review changes related to exhibits, animals, entertainment, vendors, and other operational topics. The Jefferson County Fairest of the Fair program is the local program of the WAF State Fairest of the Fair competition.
- f. *Website & Social Media*
 - i. Garvey walked the Board through the two different websites and their functions: JCoFair.com (Fair) and JCFairPark.com (Fair Park).
 - 1. *JCoFair.com:* For exhibitors, vendors, entertainers, or fairgoers interested in learning more about the Fair.
 - 2. *JCFairPark.com:* For community members looking to attend or learn more about events held year-round. Visitors can also find information about rental spaces for parties and events.
 - ii. There are also two social media accounts: Jefferson County Fair and Jefferson County Fair Park, both on Facebook and Instagram. The Fair accounts focus on educational, social, and cultural

opportunities related to agriculture and the community. Fair Park media accounts advertise and promote events, monitor camping, and support partners.

- iii. Roberts shared the branding standards for both Fair and Fair Park, including preferred colors, fonts, and logo usage.

g. *Budget*

- i. Roberts explained the different job roles in the office and how responsibilities are split between Fair and Fair Park, which affects duties and budgeted expenses.
- ii. Roberts reviewed the 2026 budget, explaining revenue and expense categories and providing estimated Fair revenues.

h. *Sponsorship Program*

- i. Roberts shared that the sponsorship programs and associated benefits for both the Fair and Fair Park were recently revamped. Every business in the county received a sponsorship package in early December, with customized letters for past sponsors, award donors, and potential sponsors.

i. *Organizational Categories*

- i. Roberts explained that within the Fair Board there are organizational categories that members are encouraged to assist with and provide suggestions on. There are ten categories: entertainment, agricultural education, concessions/vendors, ticketing/gates, Fairest of the Fair, sponsorship, animal auction, parking/trailers/camping, marketing, and community contests.
- ii. Board members will be contacted by Garvey or Roberts with details on next steps for their assigned category. These categories will be reported on by Board members at future meetings.

j. *Other*

i. *Program Book & other collateral*

- 1. Roberts provided each member with a 2025 Fair program book, which offers information on most aspects of the Fair.
- 2. Garvey and Roberts reviewed informational handouts, including Youth Organization information, the Fairest of the Fair one-pager, and a Sensory Friendly Day overview.

6. Election of Chair & Vice Chair

- a. The Chair of the Board is responsible for reading the agenda and calling for votes. The Vice Chair performs these duties in the absence of the Chair.
- b. Baneck nominated Brad Gefvert for the role of Chair, which he accepted. Pellmann seconded the motion.
- c. Pellmann nominated Joy Brattlie for the position of Vice Chair, which she declined.
- d. Baneck nominated Ryan Isaacsen for the role of Vice Chair, which he accepted. Brattlie seconded the motion.
- e. Roberts requested a motion naming Brad Gefvert to serve as Chair and Ryan Isaacsen to serve as Vice Chair. Anderson moved, and Pellmann seconded. Motion carried.

7. Next Action Steps

- a. Garvey and Roberts will reach out to each Board member to schedule meetings prior to the February Fair Board meeting to discuss next steps for each category.

8. Old Business

- a. Baneck moved to accept the minutes from the November 4th meeting, and Isaacsen seconded. Minutes were approved with no discussion.

9. New Business

- a. No new business at this time.

10. Next Meetings

- a. Monday, February 9, 2026 and then Monday, May 11, 2026

11. Adjourn

- a. Roberts adjourned the meeting at 8:35 p.m.

Respectfully submitted,

Sammy Garvey

Fair Coordinator

Jefferson County Fair Park