

**Jefferson County - Fair Park Committee
Meeting Minutes
Thursday, January 9, 2025**

1. **Call to order:**
Chair Blane Poulson called the meeting to order at 8:30am.
2. **Roll call (establish a quorum):**
Members Present: Curt Backlund, Mark Groose, Blane Poulson, Gary Skalitzky, Libby Hafften, Georgia McWilliam, Brandon White (via Zoom).
Others Present: Becky Roberts, Abby Schopen, Michael Luckey, Neil Matthes
3. **Certification of compliance with Open Meetings Law:**
Michael Lucky certified compliance with the Open Meetings Law.
4. **Review of Agenda:**
A motion made by Skalitzky, seconded by Groose to approve the agenda as presented. Motion carried 7-0.
5. **Public Comment:** No public comments were received.
6. **Approval of December 12, 2024, committee meeting minutes:**
A motion made by Poulson, seconded by Groose to approve the agenda as presented. Motion carried 7-0.
7. **Communications:** None were noted.
8. **Jefferson County Fair 2025 planning updates:**
Roberts provided updates, including:
Fairest of the Fair program: Judging and coronation are planned for January, with one contestant currently participating.
Fair services such as portable restrooms, tents, and golf carts have been ordered. Discussions are underway with vendors about multi-year contracts.
The "Kidz Zone" has been finalized, featuring elements like Agri-Gulf, Pig & Duck Races, Circus Sideshow, Pier Pups, Railyard, and a Lego Station.
9. **Discussion and possible approval of entertainment elements for the 2025 Fair:**
A new Community Stage will debut in the "Heart of the Park," showcasing local talent such as dance troupes and musicians. Changes to the entertainment tent include switching from draft beer to canned beer.
Two tribute bands have been secured for the entertainment tent.
A rodeo will be held on Wednesday and Thursday evenings in the draft arena. Efforts are underway to secure additional bleachers.
Roberts met with promoters at the Wisconsin Association of Fairs conference to address the Friday night grandstand entertainment gap.
10. **Discussion on Fair Park operations updates:**
Roberts shared updates on several new software implementations, including Camping, EventPro, and Fair Entry, which will enhance operational efficiency. Additionally, new logo designs were presented and more information was given on the launch of two separate websites to support Fair Park & Fair.
It was noted that Kassidy Hege has resigned, creating a part-time administrative assistant vacancy.
11. **Discussion and possible action Naming Rights/Sponsorship policy:**
It was noted that naming rights might conflict with the current sign ordinance. Additional research is required.
12. **Discussion and review of Fair Park facilities capital needs planning:**
The Fair Park is still waiting on information regarding the energy audit before a master plan can be implemented.
13. **Discussion and possible action on tentative future meeting schedule and agenda items:**
There will be further updates on the new websites & software, amongst other items as previously mentioned. Items such as the Dairy Breakfast, City of Jefferson digital sign and findings from a past impact study ago should be added to the agenda for the January 2025 meeting.
14. **Adjournment:**
Motion made by Backlund seconded by Hafften to adjourn. Motion carried. Meeting adjourned at 9:31am.

Respectfully submitted,
Abby Schopen
Fair Park Events Manager