

Jefferson County - Fair Park Committee
Meeting Minutes
Thursday, February 13, 2025

1. **Call to order:**
Chair Blane Poulson called the meeting to order at 8:34am.
2. **Roll call (establish a quorum):**
Members Present: Curt Backlund (via Zoom), Blane Poulson, Libby Hafften, Georgia McWilliam, Brandon White (via Zoom).
Members Not Present: Mark Groose, Gary Skalitzky
Others Present: Becky Roberts, Abby Schopen, Michael Luckey (via Zoom), Lindsay Baneck (via Zoom)
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 Backlund, seconded by White to approve the agenda as presented. Motion carried 5-0.
5. **Public Comment:** No public comments were received.
6. **Approval of January 9,2025 committee meeting minutes:**
A motion made by Backlund, seconded by White to approve the agenda as presented. Motion carried 5-0.
7. **Communications:** A letter was received regarding a sign that is believed to posted somewhere on Fair Park grounds. No sign was located.
8. **Discussion /Update of Jefferson County Fair 2025 planning updates:**
Roberts provided updates on several key areas. The Fairest of the Fair program held its judging and coronation at the end of January, and appearance requests have already started coming in. A fair preview meeting was recently held, with approximately thirty attendees, including Superintendents, Fair Staff, Fair Advisory Board members, Fair Park committee members, and various volunteers. Vendor applications will go live next week, incorporating a new selection process and updated rules from the Health Department. This year, there will be a stronger focus on including local food vendors. A press release is set to go out next week to announce the entertainment lineup. A Demo Derby has been secured, but a sponsor is still needed. The schedule for the local community stage is being developed, and bleachers have been secured for the Rodeo.
9. **Discussion on Fair Park operations updates:**
Roberts provided updates Fair Park developments. The elimination of two onsite seasonal caretaker positions has been approved, as they are no longer efficient or needed. In their place, a new part-time, year-round Buildings & Grounds position will be added. Annual reviews are scheduled to take place next week. A new brand standard has been created, which includes two new websites, two new Facebook pages, and two new logos. Along with this, Roberts presented a Website Analysis report showing how users access information and the number of views the website receives each month. Press releases announcing the separation of the Fair from Fair Park will be released soon. New event software has been implemented, and new contracts are currently being loaded. Additionally, new camping software is set to roll out in March. Roberts also reported that an economic impact study was conducted in 2023, but the Fair Park has yet to receive the report. In the Maintenance department, new systems are being developed to streamline purchasing and manage expenses more effectively.
10. **Discussion and possible action Naming Rights/Sponsorship policy:**
The sign ordinance is in the process of being reviewed.
11. **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. A new County Facilities manager has been hired and a meeting with him has been set for the end of February.
12. **Discussion and possible action on tentative future meeting schedule and agenda items:**
Findings findings from a past impact study ago should remain on the agenda for the March 2025 meeting.
13. **Adjournment:**
Motion made by Hafften seconded by White to adjourn. Motion carried. Meeting adjourned at 9:32am.

Respectfully submitted,
Abby Schopen
Fair Park Events Manager