

## Jefferson County Fair Park Committee

### Meeting Minutes

Thursday, March 13, 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, Blane Poulson, Libby Hafften (via Teams), Brandon White (via Teams), Mark Goose, Gary Skalitzky

Members Not Present: Georgia McWilliam

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 Backlund, seconded by Goose to approve the agenda as presented. Motion carried.

5. **Public Comment:** No public comment.

6. **Approval of February 12 committee meeting minutes:**

A motion made by Backlund, seconded by Goose to approve the agenda as presented. Motion carried.

7. **Communications:** Goose provided information on a Farm Bureau sponsored Tractor Safety course being offered to anyone aged 14-18 at the Dodge County Fairgrounds on 3/29, 4/5, 4/12 & 4/20 from 8:00am – 3:30pm.

8. **Discussion /Update of Jefferson County Fair 2025 planning updates:**

Roberts provided updates on several key areas. Logistics for infrastructure such as portable toilets, tents, signage, and golf carts have been ordered, while the location for the helicopter pad was also discussed. Judges have been hired, and ribbons and awards are in process. The official Poster Contest is complete, and press releases have been submitted. There have been challenges with finding a solution for the sled for the tractor and truck pulls, but efforts are underway to resolve this. The Demolition Derby is finalized and on track, and vendor applications are pouring in, with a stronger focus this year on local food vendors, incorporating a new selection process based on updated Health Department rules. The Standard Process picnic is returning and will be moved to the entertainment tent. A press release is set to go out next week announcing the entertainment lineup. Digital marketing, radio, and yard signs will help promote the event, and the schedule for the local community stage is being developed. Bleachers have been secured for the Rodeo, and Roberts has several sponsorship meetings lined up. The Fair Park is also keeping a close eye on the bird flu situation and will follow DATCP's direction as necessary.

9. **Discussion on Fair Park operations updates:**

Roberts provided updates on the latest developments at Fair Park. A new part-time, year-round Buildings & Grounds position has been added, along with a part-time, year-round Administrative Assistant role. A new brand standard has been established, which includes the launch of two new websites, two new Facebook pages, and two updated logos. Additionally, new camping software is set to go live soon. Sponsorship agreements are currently being processed, with Roberts having met with partners such as Pepsi, Premier Bank, Fort Healthcare, and Frank's Distribution. As part of the sponsorship, new Bottle Filling stations and additional ATMs will be introduced. Roberts also provided an update on some capital needs, including the demolition of the main gate and addressing a sinkhole in the parking lot. Other projects in progress include a roof assessment, bathroom door replacements, and various additional improvements. Volunteers are expected to come in over the next few months to assist with various projects around Fair Park.

10. **Discussion and possible action Naming Rights/Sponsorship policy:**

A sign policy from 2018 was shared with the committee.

11. **Discussion and review of MOU for Kiwanis Club of Jefferson County:**

Roberts shared details about the agreement between the Kiwanis Club of Jefferson County and Fair Park, emphasizing the collaborative nature of the partnership. A similar agreement is currently being drafted for/with the Jefferson County Agri-Business Club. Examples of these agreements were presented. The committee supported these efforts and agreements.

**12. Discussion and possible action on property and building acquisition opportunities:**

Roberts shared that Foremost Buildings has offered a 26,000 square foot building to Fair Park for \$300,000.

Blueprints for the building were presented, and after extensive discussion, the Committee voted to move forward in exploring this opportunity. A committee will need to be formed to further investigate the potential acquisition. The motion was made by Poulson and seconded by Backlund, with the motion passing.

Additionally, Roberts informed the committee that Spangler has listed the property surrounding Fair Park. After discussing the possibility, the committee agreed to explore the option of purchasing the land. A motion to approve was made by Skalitzky and seconded by Backlund, with the motion passing.

**13. Discussion and possible action on tentative future meeting schedule and agenda items:**

Possible property and building acquisition should remain on the agenda for the April 2025 meeting.

**14. Adjournment:**

Motion made by Skalitzky, seconded by Backlund to adjourn. Motion carried. Meeting adjourned at 10:16am

Respectfully submitted,  
Abby Schopen  
Fair Park Events Manager