

# Fair Board MINUTES

Monday, May 11, 2026

7:00 p.m.

- 1) **Call to Order:** Gefvert called the meeting to order at 7:01 p.m.
- 2) **Roll Call:** Present: Zimmerman, Greving, Pellmann, Brattlie, Doherty, Reu, Gefvert, Baneck, Furlong, Hanson.  
Online: Thom, Hege, Latsch, Brandel, Anderson. Also Present: Becky Roberts, Sammy Garvey
- 3) **Certification of Compliance with Open Meetings Law**  
The meeting was certified to be in compliance with Open Meetings Law.
- 4) **Approval of Minutes – February 9, 2026**  
Motion by Doherty, second by Greving, to approve the minutes of the February 9, 2026 meeting. Motion carried.
- 5) **Public Comment(s):** No public comments were made
- 6) **Organizational Reports**
  - a) **Ag Education:** Baneck reported that Proven Power and The Corral are currently confirmed for the implement display, with efforts continuing to secure additional tractors for the tractor safety exhibit. Work continues on QR codes for livestock barns, with Baneck preparing species information and Garvey adding the content to the Fair website.
  - b) **Animal Auction:** Pellmann reported that processors will remain the same as in 2025. Exhibitors will not be expected during Monday load-out. The same poultry processor will be used again for 2026 fair, and they will also process rabbits.
  - c) **Concessions/Vendors:** Thom shared that all food and commercial vendors have been secured, with vendor placement nearly complete. Food vendors have been submitted to the Health Department, and the EXPO Building will include county departments, Wisconsin Harley-Davidson, and commercial vendors.
  - d) **Entertainment:** Roberts provided an overview of the 2026 entertainment lineup, including Kidz Zone attractions, carnival, music, grandstand entertainment, and Rice Rodeo's Bulls & Barrels. Queen City Circus will perform three shows daily in the new Fun Field area. Roberts also highlighted two new entertainment tent events: the Jefferson County Homegrown Showcase on Wednesday evening and Bingo Bash on Sunday.
  - e) **Ticketing & Gates:** Hanson reported that fundraising group sign-ups are underway and gate schedules are being finalized. Public admission will utilize Gates 1, 2, 4, and 10, while Gate 6 will remain designated for exhibitors during select hours. Food Pantry Day will again be held on Thursday.
  - f) **Fairest of the Fair:** Brattlie reported that Teas & Tiaras registration opens June 1, with pre-registration set at \$10 which includes Fair admission and event activities. The Fairest and Royalty continue to participate in community events. Invites for the Fairest are still being accepted for various community events.
  - g) **Sponsorship:** Furlong reported that approximately half of the previous year's animal award sponsors have already committed for 2026. Roberts provided an overview of sponsorship, noting that overall commitments are nearing \$100,000.
  - h) **Marketing:** Roberts shared that Fair posters and yard signs have arrived and are ready for distribution. Program books are expected before June and will be distributed throughout the county. Honeybee's digital marketing campaign, website updates, and social media promotions are all underway.
  - i) **Parking/Trailers:** Hege reported that Preferred Parking is available online through July 1, after which the price will increase. Trailer parking procedures will remain the same as last year.
- 7) **General Fair Updates:** Garvey reviewed updates to the Emergency and Safety Plan and provided the QR code for the AlertSense emergency notification system. Upcoming deadlines to note is the close of FairEntry registration on May 31<sup>st</sup>, Youth Grant applications on May 31<sup>st</sup>, and Hall of Fame nominations on June 1<sup>st</sup>. Due to new DATCP WI health requirements, Swine exhibitors will no longer require PRRS/PEDv testing, and Wisconsin's Unaffected State Status eliminates previous HPAI testing requirements for lactating dairy cattle. Additionally, seasonal Fair staffing applications are open and interviews begin May 12.
- 8) **Updates from Fair Park Committee:** Roberts shared updates on several facility improvement projects, including LED lighting replacements, utility upgrades, and improvements to the goat barn. Gary Skalitzky has been appointed to the Fair Park Committee, and an at-large committee member will be selected following the Fair. The committee

also received five proposals for development of a Fair Park Master Plan, with a consultant expected to be selected in May.

- 9) **New Business:** Brattlie requested an update on the Youth Organization Residency Policy and adopted earlier this year regarding statewide organizations. Board members were reminded of upcoming Fair Board member appointments in August, and volunteers are still needed for several Fair operations before and during the Fair.

10) **Next Meeting**

Monday, August 17, 2026, at 6:00 p.m.

11) **Adjourn**

Motion by Greving, second by Furlong, to adjourn. Meeting adjourned at 8:23 p.m.

**Respectfully submitted,**

Sammy Garvey  
Fair Coordinator