

Jefferson County Fair Park Committee

Meeting Minutes

Thursday, January 8, 2026

1. **Call to order:**

Blane Poulson called the meeting to order at 8:31am.

2. **Roll call (establish a quorum):**

Members Present: Blane Poulson, Curt Backlund, Georgia McWilliam, Libby Hafften, Brandon White (via Teams)

Others Present: Becky Roberts, Ryan Roecker, Neil Matthes, Michael Luckey, Prof. Russell Kashian

3. **Certification of compliance with Open Meetings Law:**

Michael Luckey certified compliance with the Open Meetings Law.

4. **Review of Agenda:**

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

5. **Public Comment:**

There were none.

6. **Approval of December 11, 2025, committee meeting minutes:**

A motion made by Backlund, seconded by Hafften to approve the minutes as presented. Motion carried.

7. **Communications:**

Nothing to share at this time.

8. **Presentation of UW-Whitewater Economic Impact Study results**

- Roberts provided the historical context to the engagement of the UW-Whitewater FERC study, starting back in May 2023. In discovery it was identified as incomplete with little communication from the then Fair Park team to UW-Whitewater enabling completion of the study.
- Roberts re-engaged UW-Whitewater November 2024 to coordinate the study in 2025 – as it includes Fair, Sheep & Wool Festival and Car Show.
- With participation from the UW-Whitewater FERC team, surveys were performed in 2025 resulting in the completion of the study.
- Professor Russell Kashian presented the study to the committee offering insights to the numbers and the data collected.
- Kashian is going to return to campus with a few adjustments to the report and send through a final draft of the study to Roberts to circulate and use with Fair Park stakeholders.

9. **Discussion of Fair Operations and updates:**

- Roberts reminded the committee of the Fairest of the Fair coronation tomorrow (Fri. Jan. 9th) at 5 pm.
- Poster Contest is in process, with a due date in February.
- Coloring Adventure will be kicked off in March and will feature Culver's as the sponsor again.
- Vendor Application notices have gone out to all former vendors. Announcement will be made publically mid-January.
- It's Entertainment booking season now. Roberts will offer a progress report at the February meeting. Rodeo has been booked for Wed & Thur again, but with a new promoter.
- Staff is working on inventories now – tickets, wristbands, ribbons, awards, etc.
- Roberts and Garvey hosted a Fair Board Orientation meeting mid-December. This was a positive re-set of the Fair Board and offered an opportunity to educate and inform all of the board members on various aspects of the Fair – its organization, its mission, its logistics, etc.
- Roberts demonstrated a new feature on the Fair website – Fair Member Hub. This is one area of the website where we are sharing the "as of now" information, namely deadlines approaching, etc.

- Roberts shared that the team is exploring a Taste of Jefferson County event at the 2026 Fair. There is an organizational meeting on this before the end of the month and includes Michael Luckey.
- A reminder that the Hall of Fame is currently accepting nominations for honorees for 2026.

10. Discussion of Fair Park operations and updates:

- Roberts shared a 2026 Public Events list with the committee, calling out that this is ONLY the public events, not all events.
- The Events Manager has coordinated the addition of new language to the event contracts, including the responsibility for licenses and permits on the client and an addition of a 3% fee for all credit card transactions. Roberts stated that this 3% fee is currently only relevant to Fair Park transactions at this time.
- Applications for a Part-time Admin Assist are currently being accepted. This is an afternoon – heavy office coverage – position. Roberts added that there is no pressure to get this filled immediately and finding the right person to add to the team is important.
- Roberts has met with Marc DeVries, Director of Finance, to get some training in Munis (financial software). This is new training that will enable for the monthly reporting of budget numbers rather than the annual view that is currently in use. Roberts will be reallocating the full budget for both Fair and Fair Park into the monthly view and will share with the committee for Jan 2026 reporting.

11. Update on lighting upgrade projects:

- Roberts shared that the Electric incentive check from the City of Jefferson has been received, with a Focus on Energy yet to come through. Exterior pole lights are complete. The FP team will continue to fine tune the programming into Spring.
- The Interior Light fixture project is currently out for RFP, due Tuesday, Jan. 13th. Roberts is meeting with John Fox on Thursday, January 15th to open and review the bids to offer a recommendation. Said recommendation will be shared via email with the Fair Park Committee and will proceed to Finance Committee for their Feb. 3rd meeting. This will then go in front of Co Board on Feb. 10th for acceptance. Roberts asked the committee for support of this time line and consensus was offered.

12. Discussion and review of the Master Plan RFP draft:

- Roberts shared her efforts to draft a RFP for the Master Plan. This has been started to be shared with the committee in February.

13. Discussion of severe weather policy and emergency shelter plans:

- Roberts has the first draft of a plan complete for Fair. She is meeting with Tracy Hameau, Director of Emergency Management next week to review and make some small adjustments. From there, it will be shared with Jefferson PD and Jefferson Co Sheriff's Dept for review and edits. There is more to come on this as this phase of creation near completion, with a Fair Park plan to be drafted, along with single sheet guides to share with clients and post in the structures.

14. Discussion and possible action on property acquisition opportunities:

- No updates at this time.

15. Discussion and possible action no tentative future meeting schedule and agenda items:

- No updates at this time.

16. Adjournment:

Motion made by Backlund, seconded by Hafften to adjourn. Motion carried. Meeting adjourned at 9:35am.

Respectfully submitted,
Becky Roberts
Director, JCFP