

Jefferson County Fair Park Committee

Meeting Minutes
Thursday, March 12, 2026

1. **Call to order:**

Blane Poulson called the meeting to order at 8:30am.

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

Members Present: Curt Backlund, Libby Hafften, Mark Groose, Gary Skalizky, Brandon White, Blane Poulson, Georgia McWilliam

Others Present: Becky Roberts, Abby Schopen, Neil Matthes, Michael Luckey

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

Michael Luckey certified compliance with the Open Meetings Law.

4. **Review of Agenda:**

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

5. **Public Comment:** There was a short discussion on the use of electronic messaging inside of the Activity Center.

6. **Approval of February 12, 2026, committee meeting minutes:**

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

7. **Communications:**

Roberts shared that Jefferson County Fair Park serves as a secondary shelter site during times of need through American Red Cross. She connected with Tracy Hameau to follow up on what the expectations and requirements for that role may be.

Additionally, Fair Park received a request from the JCEC to house their mobile command center. Discussions are ongoing to determine whether Fair Park can accommodate this request.

8. **Discussion of Fair operation and updates:**

Roberts shared a proposed budget & new additions to Fair entertainment. On Wednesday, July 8, the Fair will offer sensory-friendly activities in the afternoon, followed by a Jefferson County Homegrown Showcase in the evening. Thursday will be designated as Food Pantry Day. Friday will feature Tea & Tiara's with Fair Royalty and the evening; the Grandstand will feature two stand-up comedians. The Saturday Horse Pull will be moved to the Grandstand and is scheduled at 1:00 PM. Additionally, a stunt-style acrobat show will be performed multiple times daily adjacent to the entertainment tent. The Community Stage will include a DJ night, Karaoke night and an Elvis tribute performance. Friday will feature cars from Jefferson Speedway, and Saturday will offer a chance for tractors to come and do a parade as done previously. Roberts also shared changes to the Fair gates and preferred parking. Roberts shared information about some new food vendors.

Other updates include a marketing campaign that includes billboards, radio spots, social media, booklets, posters & yard signs.

9. **Discussion of Fair Park operation and updates:**

Roberts provided an update on staffing changes. A second part-time Administrative Assistant will begin on Monday, April 6 (Megan Patch), and a new part-time maintenance team member started a few weeks ago. Seasonal shift planning has commenced as winter projects, including interior painting, are wrapping up. Tree removal is currently underway, with replacements scheduled in the coming weeks. Winter storage release is set for April 7–12.

10. **Discussion and review of current sponsorship campaign results:**

Roberts reported on those who are signed on for 2026 and/or multiple years. The list includes Premier Bank, Jones Dairy, Pepsi, Frank's Distributing, InsightFS, Sunbelt, Generac to name a few. The Corral, Master Spas, Bobcat of Janesville and Proven Power will all showcase their implements on the former Heart of the Park during Fair.

11. Old Business:

- a. A draft of the Emergency & Security Action Plan was presented. There will be a few small changes and are awaiting review/approval from the Fire Chief.
- b. Roberts presented a list of agencies who have come forward expressing interested in working on a Master Plan. There is a plan to choose an agency on Monday, April 6.
- c. UW-Economic Impact Report – Nothing to report.
- d. The Lighting Project is underway, with several buildings completed. The Activity Center is due to be worked on between March 23 – April 8 with the Grandstand after. Hopefully Fair related buildings will be completed by July 1.
- e. Discussion and possible action on property acquisition opportunities will remain on the agenda.

12. Discussion and possible action to tentative future meeting schedule and agenda items: Nothing offered.

13. Adjournment:

Motion made by Skalitzky, seconded by Hafften to adjourn. Motion carried. Meeting adjourned at 9:31am.

Respectfully submitted,
Abby Schopen
Fair Park Events Manager