

Jefferson County Fair Park Committee

Meeting Minutes
Thursday, May 21, 2026

1. **Call to order:**

Becky Roberts called the meeting to order at 8:30am.

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

Members Present: Libby Hafften, Gary Skalitzky, Brandon White, Blane Poulson

Others Present: Becky Roberts, Abby Schopen

Members Not Present: Georgia McWilliam, Mark Goose

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

Becky Roberts certified compliance with the Open Meetings Law.

4. **Review of Agenda:**

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

5. **Election of Officers – Chair & Vice Chair**

White moved to nominate Blane Poulson as Chair. Poulson declined the nomination. Poulson nominated Libby Hafften as Chair – she accepted the nomination. The motion was seconded by Skalitzky. Motion passed, 4–0.

Election of Committee Vice Chair

Poulson moved to nominate Brandon White as Vice Chair. The motion was seconded by Skalitzky. Motion passed, 4–0.

6. **Public Comment:**

There were none.

7. **Approval of April 9, 2026, committee meeting minutes:**

A motion made by Skalitzky, seconded by Poulson to approve the minutes as presented. Motion carried.

8. **Communications:**

Nothing to report.

9. **Discussion on filling vacant At-Large position on the committee:**

Roberts shared that an At-Large position is now available due to Skalitzky being elected to County Board and appointed to the Fair Park Committee, thus vacating his at-large position. There have been several people suggested and vetted by Chair Hafften and Roberts. A short questionnaire was sent out to possible candidates. Recommendations will be presented at the June 11, 2026, meeting. A candidate chosen will attend their first meeting in August.

10. **Discussion of Fair operations and updates:**

The exhibit entry deadline is May 31, 2026. The Fair continues to see an increase in newer static exhibitors. Entertainment scheduling and marketing campaigns have been finalized. Advertising efforts will include radio spots on WSLD, WTKM, Midwest Family Radio, and Magnum Media stations, along with homepage takeovers on six newspaper websites and billboard advertising. Yard signs and posters are available for pickup. Program books have been sent to print and will be available soon. The Fair website has been updated with current information, including a new food vendor spotlight feature. Fair Fun 5-Pack tickets are currently on sale. The auction is organized and prepared, with the current coordinator training a successor. Youth Grant applications are now available, and Hall of Fame nominations are currently being accepted. Fair staffing efforts are underway, and interviews are currently being conducted. Roberts presented a report outlining the current status of sponsorship activities and progress. Roberts also encouraged members of the Fair Park Committee to volunteer for various positions during the Fair, particularly for operating the six-passenger courtesy carts.

11. Discussion of Fair Park Operations and updates:

Roberts provided an update on recent and upcoming events at the Fair Park. Madison Classics reported approximately 16,000 attendees at their spring show and will celebrate their 50th anniversary in 2027. The Fair Park plans to contribute an element toward the celebration. Event activity is increasing as the season progresses. Fair Park staff recently held an employee workshop day, which included a practice run of the Farmer's Olympics for the Fair. Additional recent improvements included replacement of the water heater in the milking parlor, new landscaping in several areas, and the planting of 12 new trees. Upcoming projects include repairs to the goat barn, repairs to the garage door on the dairy barn, new carpet and paint in the conference room, and repairs to the deteriorating ticket booth at Gate 4. Roberts also reported that the Fair Park joined several local chambers, installed new water meters, and activated ATMs for the season. Water and utility usage will be reviewed following the installation of the new water meters and LED lighting upgrades throughout the park. Adjustments are also being made to summer staffing, including hiring for an additional seasonal part-time position.

12. Discussion and possible action of Master Plan agency selection:

After reviewing five submitted bids, the committee interviewed three consulting firms. Following discussions regarding project direction and needs, two firms were asked to submit revised proposals. After reviewing the updated proposals, the committee selected Johnson Consulting with a proposal totaling \$68,000. A motion was made by Poulson and seconded by White to approve the proposal and forward it to the County Board for consideration.

13. Monthly Financial Review – March 2026:

Roberts presented a financial review for March, along with a YTD snapshot.

14. Old Business:

The LED lighting project is nearing completion. Only three more fixtures left to replace.

15. Discussion and possible action to tentative future meeting schedule and agenda items:

Budget points. 2025 Annual report. At large member. Discuss July Fair Meeting schedule.

16. Adjournment:

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

Respectfully submitted,
Abby Schopen
Fair Park Events Manager