

# **FAIR PARK COMMITTEE MEETING AGENDA**

**July 22, 2013**

**3:00 p.m.**

**Jefferson County Fair Park  
Activity Center Conference Room  
503 N. Jackson Avenue  
Jefferson, WI 53549**

**Fair Park  
Committee  
Members:**

**Ron Buchanan, Chair**

**Blane Poulson, Vice Chair**

**Matthew Foelker,  
Secretary**

**Gregory Torres**

**Paul Babcock**

1. Call to Order
2. Roll call (establish a quorum)
3. Certification of compliance with Open Meetings Law Requirements
4. Public Comment
5. Review agenda
6. Approve Minutes of June 27<sup>th</sup> Meeting
7. Communications
8. 2013 Fair Follow-Up
  - a) Attendance
  - b) Security
  - c) Sponsor Food Building
  - d) Financial Report
  - e) Observations & Possible Improvements for 2014
9. 2014 Requested Budget
  - a) Capital Projects
  - b) Operating Budget
10. Set next meeting date September 5, 2013 and Potential Future Meeting Agenda Items
11. Adjourn

**The Committee may discuss and/or take action on any item specially listed on the agenda.**

Individuals requiring special accommodations for attendance at the meeting should contact the County Administrator 24 hours prior to the meeting at 920/674-7101 so appropriate arrangements can be made

## **2013 – Fair Review**

### **Good:**

1. **Chain link fence** -- separating Grandstand from track – ran whole length of track.
2. **Bleachers** -- on North & South end of track -- Allows more people and sales. Also, blocks off traffic trying to get into the track area.
3. **Portable fencing** – New fencing made a big difference with crowd control
4. **Signage** – Beer & show signs
5. **Recycled paving** – at bottom of fence – to stop individuals from crawling under fence.
6. **Guitars** - Auctioned off – Signed by artists
7. **Wood carvings** – Auctioned off
8. **Kids' Stage** - Entertainment & Sun Shade – Every show was packed – Keep the bird shows.
9. **Signs** – Saw horse style – worked good.
10. **ID Required** – White Wrist Bands worked great! Sold for \$1.00 & could use it all week.
11. **Staff** – Heard many great comments about the staff & how organized and efficient they were.

### **Needs Work:**

1. **Website** - needs to match what we print in our brochures, booklets, etc.
2. **Tickets** – need to state pricing doesn't include gate admission. Add to website info. also
3. **Show Times** – make sure show times match with signs and website
4. **Recycled paving** – Add more to rest of fence & Under gates (make speed bumps).
5. **Signs** – Need master list of where all sponsor signs are located on Fair Park grounds.
5. **Signs** – More “No Alcohol Allowed Beyond this Point”
5. **Signs** – Showing location of the Stunt Dogs & VIP Tent (South End) – many people asked about these two locations.
6. **Guitars** – purchase enough ahead of time.
7. **Wood carvings** – Change auction time to Friday & Saturday nights between concerts.
8. **Kids' Stage** – Run more shows back-to-back – the audience is already there from the last show.
9. **Sound System** – 2<sup>nd</sup> year in a row the sound system didn't work at the grandstands. Had problems on Thursday & Sunday for Truck Pull & Demo Derby
10. **Yellow Wristbands** – 4-H Kids – Didn't work – Kept breaking
- 11.

### **Didn't Work:**

1. **Bands** – Wednesday & Thursday – People didn't come to see the bands until after the Tractor & Truck Pulls. Less than 25 people in the Miller Entertainment Tent during the Pulls. Maybe only have a DJ playing music or a CD playing during those times.
2. **WizTix** – Guns worked a lot better, but wanted to time out and shut down too often.
3. **WizTix** – Website had too many problems with ticket sales not working!!!
- 4.

**Need:**

1. **Audio system** at the Kids' Stage – Didn't have anything to project their voice out into the audience. Would be nice to be able just to plug in mic cord to make announcements. Would be nice to be able to make announcements over the whole Fair Park to tell times of show right at the Kids' Stage.
2. **Tickets** -- New vendor
3. **Tickets** – More visible location to exchange tickets for wristbands. People couldn't find ticket stand behind grandstands.
4. **Beer & Soda Sales** – Research into having different groups run programs (i.e. Jefferson County, more than one group for beer sales, divide up & have different groups run each tent, etc.).
5. **Contracts** -- Beer & Soda needs to be changed – Giving too much away.
6. **Electricity** – Need more transformers & outlets – East side?
7. **Credit Card** – Services at each gate or at least one of them for credit card charges to get into the park.