

**Fair Park Committee Agenda**  
**Jefferson County**  
Jefferson County Fair Park  
Activity Center  
503 N. Jackson Avenue  
Jefferson, WI 53549

Date: Thursday, March 2, 2017

Time: 8:00 am

Committee members:	Poulson, Blane (Chair)	Buchanan, Ron
	Foelker, Matthew (Vice Chair)	Hall-Kind, Debra
	Hanneman, Jennifer (Secretary)	Kutz, Russell
		Steindorf, Kathleen

1. Call to order
2. Roll call (establish a quorum)
3. Certification of compliance with Open Meetings Law
4. Approval of the agenda
5. Approval of Fair Park Committee minutes of February 2, 2017.
6. Communication
7. Public Comment (Members of the public who wish to address the Committee on specific agenda items must register their request at this time)
8. Discussion and possible action on allowing sheep with horns to be shown at Fair
9. Discussion and possible action of accepting non-electronic entries for the Fair
10. Discussion and possible action of Fair Park Strategic Plan
11. Discussion and possible action on Marketing Partnerships and Sponsorships
12. Discussion of Marketing and Signage Plan for Fair 2017
13. Discussion of Plan for Fair Vendor Layout
14. Review of Community Feedback
15. Review of Financial Report
16. Review of Fair Park Director's Report
17. Review of Supervisor's Report
18. Review of Fair Park Office Report
19. Discussion and possible action on future meeting schedule and agenda items
20. Adjourn

Next scheduled meetings:

Regularly scheduled meetings in the Activity Center Conference Room at  
8:00 a.m. on the 1<sup>st</sup> Thursday of the month:

April 6, 2017

May 4, 2017

June 1, 2017

*A Quorum of any Jefferson County Committee, Board, Commission or other body, including the Jefferson County Board of Supervisors, may be present at this meeting.*

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

## **Jefferson County Fair Park February 2, 2017 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, February 2nd at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz (at 8:16 am), Jennifer Hanneman, Matthew Foelker, Ron Buchanan, Debra Hall-Kind, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt, County Administrator Ben Wehmeier (at 8:43 am) and Jefferson County Corporation Counsel Blair Ward and the Press. Kathy Steindorf was present via telephone.

A quorum of the Jefferson County Fair Park Committee was present, meeting duly noted and the door open.

### **Review and Approve Agenda**

**Minutes:** A motion was made to accept the minutes of the January 5, 2017 meeting as presented and seconded. Motion carried.

**Communications:** A thank you from the Gogin Family for the sympathy card that the Fair Park sent was presented for review. Also presented was a letter from Sean Doherty inquiring as to the appeal process for decisions made.

**Public Comment:** None

**Discussion and possible action of Fair Park Strategic Plan:** Discussion was held and it was decided that there needs to be good tracking of sponsorship to support this plan and that there should be a monthly plan in place. It must be decided who is in charge and how it's going to work.

**Discussion and possible action to hire Fair Advantage Consulting Firm:** David requested to hire Fair Advantage to consult with Jefferson County Fair Park. Kathy Steindorf suggested doing this on a day when Ben Wehmeier and Blair Ward could be present. David advised that this would happen on February 22, 2017. Ben was not present for this discussion. Blair Ward said he would be able to attend on this date. After a discussion, Ron Buchanan made a motion to hire Fair Advantage, Matt Foelker seconded and it was approved by the board to hire Fair Advantage.

**Discussion of Marketing and Signage Plan for 2017 Fair:** An advertising plan was included in the committee materials and presented by David. A discussion was had as to this plan and signage. It was suggested to have a big "You are Here" map and possibly an information booth with brochures. It was decided that yard signs should be distributed to further locations such as different counties.

**Discussion of Plan for Increasing Vendors and Spectators in the Southeast Area of the Fair Park during Fair 2017:** A map was presented with a possible layout for the southeast area. The consensus was that this map was a good plan. It was suggested to show this map to Rick Frenette of Fair Advantage when he comes to evaluate the Fair plan.

**Review of Community Feedback:** None

**Financial Report:** None.

**Director's Report:** David stated he was still looking for an opening act and an act for the Miller Tent for Friday night. The offer for Saturday night's entertainment was accepted. Other entertainment that was obtained was an alligator show. David has been communicating with a new ticketing company called Xorbia for reserved and general seating. The Harry Potter festival, which is to be held around October 22, 2017, will be utilizing the Fair Park parking and possibly some of the buildings. A RFP has been advertised for the Activity Center kitchen. David gave a recap of the Wisconsin Fair Convention held at Chula Vista. There is a contract in process with the carnival and David also spoke with the tractor pullers.

**Supervisor's Report:** Roger recapped his time at the Wisconsin Fair Convention at Chula Vista. Maintenance staff cleaned walls and fans and painted areas of the Activity Center. They also worked in the kitchen, meeting room and entryway. Roger called some people involved with the tractor and truck pulls to inquire if they would be interested in switching eliminators and these people stated they were happy with the Mechanical Mule. Roger spoke with Tom Gallitz

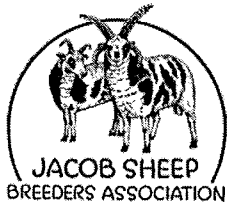
about improving the roadways in the north parking lot and the condition of the track. We will use some of his sponsorship for this. Roger quoted prices for a rodeo in June and a shorthorn cattle show that would also be held in June. The District 8 Holstein Show will be held at the Fair Park mid-week in June. This is a small show that moves each year and we have not had it for several years because it conflicted with a big Quarter Horse Show.

**Office Report:** Amy Listle stated that the office staff has been keeping up on the website along with the JCFP TV ads, radio commercials and social media. The office is creating a social media calendar and scheduling posts for each day of the week, collaborating this with the Fairest. We have also been working on finishing contracts for the 2017 events and reconciling the January events. 2017 Fair updates were presented.

**Discussion and possible action on future meeting schedule and agenda items:** Some future agenda items discussed were: Update on sponsorships each month, update and outline for strategic plan and the showing of horned sheep at fair.

**Next Meeting:** The next meeting was set for March 2 at 8:00 a.m. in the conference room of the Activity Center.

With no further business, Ron Buchanan made a motion to adjourn the meeting. Matt Foelker seconded. Motion carried. Meeting adjourned at 9:47 a.m.

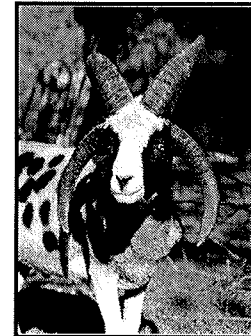


# JSBA Breed Standard



The Jacob Breed Standard is divided into three categories:

Desirable traits, acceptable, but less desirable traits, and unacceptable/disqualifying traits.



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	<i>Desirable Traits</i>	<i>Acceptable But Less Desirable Traits</i>	<i>Unacceptable/Disqualifying Traits</i>
<b>HEAD:</b>	<ul style="list-style-type: none"> <li>Slender and triangular head</li> <li>Clear of wool forward of the horns</li> <li>Large symmetrical eye patches incorporating the cheeks</li> <li>Clear white blaze from poll to muzzle</li> <li>Straight profile</li> <li>Nasal septum and mouth should be dark pigmented in adults even though the muzzle patch may be absent</li> </ul>	<ul style="list-style-type: none"> <li>Having only one of the three facial markings</li> <li>Slipped (below the eye) eye patch or patches</li> <li>Pink noses</li> <li>Slight tendency to Roman nose</li> <li>Young lambs, up to a maximum of 6 months of age, showing baby wool forward of the horns</li> </ul>	<ul style="list-style-type: none"> <li>Absence of facial markings</li> <li>Wool forward of the horns</li> <li>Large, square non-Jacob looking head</li> </ul>
<b>EARS:</b>	<ul style="list-style-type: none"> <li>Small, erect and slightly above the horizontal</li> <li>White, colored or spotted</li> </ul>	<ul style="list-style-type: none"> <li>Slightly larger but proportional to body</li> </ul>	<ul style="list-style-type: none"> <li>Large pendulous ears and/or disproportionate to body</li> </ul>
<b>EYES:</b>	<ul style="list-style-type: none"> <li>Clear, bright eyes, no evidence of split upper eyelid deformity</li> <li>Color: brown, blue, or marbled</li> </ul>	<ul style="list-style-type: none"> <li>Grade 2 or 3 split upper eyelid deformity causing no injury to the eye which would require surgical intervention</li> </ul>	<ul style="list-style-type: none"> <li>Grade 3 split upper eyelid deformity or more, causing discomfort or injury to eye</li> <li>Wide, broad bone structure between the eyes</li> </ul>
<b>HORNS:</b>	<ul style="list-style-type: none"> <li>Color: black or black and white striped</li> <li>Rams:                             <ul style="list-style-type: none"> <li>Any number provided they are well differentiated (cleanly separated) and balanced</li> <li>Flesh between horn bases</li> <li>Two horned rams should have wide, well spaced horns with good clearance of cheeks, nose, and mouth at maturity</li> <li>Lower horns should be well spaced from face, cheeks and neck</li> </ul> </li> <li>Ewes:                             <ul style="list-style-type: none"> <li>Horns firm, fine featured with femininity, balanced, and well differentiated</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Rams:                             <ul style="list-style-type: none"> <li>Fused even horns</li> <li>Slightly forward tipping horns which do not impair grazing</li> <li>Insufficient spacing between upper and lower horns (must be differentiated and balanced though flesh may not be present)</li> </ul> </li> <li>Ewes:                             <ul style="list-style-type: none"> <li>Unbalanced horn set</li> <li>Fused horns</li> <li>Ewes with scurs in place of lower (secondary) horns</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Polled sheep, or sheep with scurs only.</li> <li>Two-horned rams having small, weak, feminine looking horns.</li> <li>Multiple-horned rams having fewer than four strong horns, with scurs in upper or lower horn position. (It is fully acceptable for rams with at least 4 or more strong balanced horns to have additional scurs or horn buds)</li> <li>Two-horned ewes having small or weak horns.</li> <li>Multiple horned ewes having scurs in the primary/top horn position</li> <li>Solid white horns</li> <li>Forward pointing horns curling towards the eyes, or growing over the nose impairing the ability to graze naturally</li> <li>Narrow or close horns on two horned rams that lack space between the growing horns and his neck or jaw, encumbering his well being</li> <li>Undifferentiated and unbalanced set to four horned rams, i.e., fused in an irregular pattern on one or both sides</li> <li>Small, feminine horns on rams</li> <li>Lower (lateral) horns that grow into the face, cheek or neck</li> </ul>
<b>NECK:</b>	<ul style="list-style-type: none"> <li>Medium length</li> </ul>		
<b>TAIL:</b>	<ul style="list-style-type: none"> <li>The natural Jacob tail reaches almost to the hock</li> <li>Is wooly, not hairy</li> </ul>		
<b>LEGS:</b>	<ul style="list-style-type: none"> <li>Set square on all corners, standing firm, well-balanced</li> <li>Fine boned and of medium length</li> <li>Free of wool below the knees</li> <li>Color: white with or without colored patches</li> <li>Hooves are black or striped</li> </ul>	<ul style="list-style-type: none"> <li>Slightly cow hocked</li> <li>One to three dark colored legs</li> <li>White hooves</li> </ul>	<ul style="list-style-type: none"> <li>All dark colored</li> <li>Wool present below the knees and hocks</li> </ul>
<b>BODY CONFORMATION:</b>	<ul style="list-style-type: none"> <li>Mature rams weigh between 120 and 180 lbs.</li> <li>Mature ewes weigh between 80 and 120 lbs.</li> <li>Long framed, smooth muscled with well-sprung ribs</li> <li>Fine boned with straight back</li> <li>The rump slopes toward the tail head</li> <li>Rams have short scrotums holding testicles closer to the body than modern breeds</li> <li>Ewes have small udders held closer to the body than modern breeds</li> </ul>		<ul style="list-style-type: none"> <li>All conformational and/or congenital defects leading to unsoundness for breeding</li> <li>Large, heavy boned</li> <li>Fat or short tailed</li> <li>Rams over 180 lbs.</li> <li>Ewes over 130 lbs.</li> <li>Long, pendulous scrotal sacks on rams</li> <li>Large, loosely attached udders on ewes</li> <li>Excessively large teats on ewes</li> </ul>
		<ul style="list-style-type: none"> <li>Random colored patches on front half of body only</li> </ul>	<ul style="list-style-type: none"> <li>Fleeces grading 60 Bradford count or higher (23.50 microns or finer)</li> </ul>

<p><b>BODY COLOR and FLEECE:</b></p>	<ul style="list-style-type: none"> <li>• The Jacob is a randomly spotted sheep, basically white with colored spots or patches</li> <li>• Preferably an approximate 60% white and 40% black or lilac spotting</li> <li>• Skin beneath white fleece is pink, skin beneath colored spots dark</li> <li>• Fleece is a medium grade with an open character and soft springy handle (Bradford count 44-56, demi-luster / 26.40-36.19 microns)</li> <li>• Fleece staple length is 3-7 inches, fleece weight 3-6 lbs, with little grease and high yield</li> </ul>	<ul style="list-style-type: none"> <li>• Not less than 15% colored markings nor more than 85% color</li> <li>• Patches of color with some bleeding, mottling or freckling</li> <li>• Small amount of freckling in white wool</li> <li>• Small amount of kemp</li> </ul>	<ul style="list-style-type: none"> <li>• Fleeces grading 40 Bradford count or lower (38.09 microns or coarser)</li> <li>• Double coating</li> <li>• More than 85% colored markings</li> <li>• Less than 15% colored markings</li> <li>• Short, brittle fleeces with heavy kemp</li> <li>• Fleeces on adult sheep which shed</li> <li>• Fleeces weighing 8 lbs. or more</li> <li>• Excessive quilted appearance to the fleece (where the dark fibers are shorter than the white or vice versa) occurring after the first shearing.</li> <li>• Excessive freckling in the white wool of young animals</li> </ul>
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For more information about JSBA contact: [information@jsba.org](mailto:information@jsba.org) For questions or comments on this web site contact [webmaster@jsba.org](mailto:webmaster@jsba.org)  
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Jefferson County  
Fair Park Totals

Date Ran 2/6/2017  
Period 12  
Year 2016

Business Unit	Description	Current Period Actual	Current Period Budget	YTD Actual	YTD Budget	Prorated Variance	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(55,801.13)	(51,229.75)	(616,530.71)	(614,757.00)	(1,773.71)	(614,757.00)	1,773.71	100.29%
	Expenditures	27,451.06	57,313.08	540,175.90	687,757.00	(147,581.10)	687,757.00	147,581.10	78.54%
	Other Sources	-	-	-	-	-	-	-	#DIV/0!
<b>Total</b>		<b>(28,350.07)</b>	<b>6,083.33</b>	<b>(76,354.81)</b>	<b>73,000.00</b>	<b>(149,354.81)</b>	<b>73,000.00</b>	<b>149,354.81</b>	<b>0.00%</b>
6902 Fair Week	Revenue	(5,324.37)	(46,437.17)	(459,974.00)	(557,246.00)	97,272.00	(557,246.00)	(97,272.00)	82.54%
	Expenditures	7,648.78	46,437.17	556,258.02	557,246.00	(987.98)	557,246.00	987.98	99.82%
	Other Sources	-	-	-	-	-	-	-	#DIV/0!
<b>Total</b>		<b>2,324.41</b>	<b>(0.00)</b>	<b>96,284.02</b>	<b>-</b>	<b>96,284.02</b>	<b>-</b>	<b>(96,284.02)</b>	<b>0.00%</b>
Total All Business Units	Revenue	(61,125.50)	(97,666.92)	(1,076,504.71)	(1,172,003.00)	95,498.29	(1,172,003.00)	(95,498.29)	91.85%
	Expenditures	35,099.84	103,750.25	1,096,433.92	1,245,003.00	(148,569.08)	1,245,003.00	148,569.08	88.07%
	Other Source	-	-	-	-	-	-	-	#DIV/0!
<b>Grand Total Fair Park</b>		<b>(26,025.66)</b>	<b>6,083.33</b>	<b>19,929.21</b>	<b>73,000.00</b>	<b>(53,070.79)</b>	<b>73,000.00</b>	<b>53,070.79</b>	<b>27.30%</b>







Fair Park  
6906 Donations

Date Ran 2/6/2017  
Period 12  
Year 2016

Revenues

Acct Number	Description	Current Period Actual	Current Period Budget	YTD Actual	YTD Budget	Prorated Variance	Total Budget	Annual Remaining	Percentage Of Budget
485106	FAIR EXPANSION DONATIONS	(500.00)	(291.68)	(5,075.00)	(3,500.21)	(1,574.79)	(3,500.21)	1,574.79	#DIV/0! 144.99%
<b>Totals</b>		<b>(500.00)</b>	<b>(291.68)</b>	<b>(5,075.00)</b>	<b>(3,500.21)</b>	<b>(1,574.79)</b>	<b>(3,500.21)</b>	<b>1,574.79</b>	<b>144.99%</b>

Expenditures

Acct Number	Description	Current Period Actual	Current Period Budget	YTD Actual	YTD Budget	Prorated Variance	Total Budget	Annual Remaining	Percentage Of Budget
531314	SMALL ITEMS OF EQUIPMENT	-	133.33	-	1,600.00	(1,600.00)	1,600.00	1,600.00	0.00%
531349	OTHER OPERATING EXPENSES	-	-	1,550.00	-	1,550.00	-	(1,550.00)	#DIV/0!
594960	CAPITAL RESERVE	-	2,373.08	-	28,477.00	(28,477.00)	28,477.00	28,477.00	0.00%
<b>Totals</b>		<b>-</b>	<b>2,506.42</b>	<b>1,550.00</b>	<b>30,077.00</b>	<b>(28,527.00)</b>	<b>30,077.00</b>	<b>28,527.00</b>	<b>5.15%</b>

Other Financing Sources (Uses)

Acct Number	Description	Current Period Actual	Current Period Budget	YTD Actual	YTD Budget	Prorated Variance	Total Budget	Annual Remaining	Percentage Of Budget
691100	OPER REV ADJUST	-	200.00	-	2,400.00	(2,400.00)	2,400.00	2,400.00	0.00%
691200	CAP REV ADJUST	-	(200.00)	-	(2,400.00)	2,400.00	(2,400.00)	(2,400.00)	0.00%
<b>Totals</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>#DIV/0!</b>

<b>Total Business Unit</b>		<b>(500.00)</b>	<b>2,214.73</b>	<b>(3,525.00)</b>	<b>26,576.79</b>	<b>(30,101.79)</b>	<b>26,576.79</b>	<b>30,101.79</b>	
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## **Fair Park Director's Report – March 2, 2017**

1. 2017 Fair
  - a. Entertainment – National Entertainment – Signed for Saturday
  - b. Contracts – Sent out: 16 contracts
  - c. Contracts – Working on La Movidia, LED Screens, People Movers, Portable Bleachers, Hoo's Woods,
  - d. Band Extravaganza – Saturday during the day, two organizations: Knapton Knotes & Madison Music Foundry
  
2. Sponsorships
  - a. Sales: Prospects – 7; Calls Made – 6; Invoicing – 4; Contracts – 25
  - b. Goal: to call on 2-3 clients per week
  - c. Sponsorship Categories – See hand-out
  
3. Consultant – Rick Frenette
  - a. Discussed:
    - a. Fairgrounds layout – Fair would move down, less entertainment by the gate – i.e. kids shows, etc.,
    - b. Marketing - sell "Day Sponsorships" – get in for \$5, Sell tickets on-line at 30% discount = \$7.00/ticket
    - c. Ticketing pricing – eliminate \$5 before 5 pm,
    - d. Feasibility – Don't want to get caught in having to charge Madison prices, clients are leaving Madison because prices are too high.
    - e. Midway – Too many food vendors, need to eliminate some to make it profitable. Eventually switch to a % of food sales instead of a flat rate, Have food vendors put out their own seating for their booths – don't charge for the extra space,
    - f. Carnival – options, insurance on all the rides
    - g. Concerts – Block the view from the north for people not paying, enclose the beer stand for the few hours of the concert. Don't sell grandstand yet.
    - h. Lunch Specials – get in between 11:30 AM and 1:00 PM for free – Have to pay your \$10.00, but get money back if you exit before 1:00 PM
  
4. Ticketing Company – Xorbia – Finalizing & Testing system
  
5. Harry Potter Festival
  - a. Offer Camping for festival – Organizers are predicting a sell out
  - b. Renting Activity Center – for processing customers buying wristbands
  - c. Main Parking for Harry Potter Festival
  - d. Food sales available – for campers & customers moving through facility

6. Activity Center Kitchen

- a. New kitchen lease with Doyle's Dogs
- b. Start Date March 7<sup>th</sup>
- c. Serves Chicago hot dogs, breakfast, and other items – still working on menu

## **FAIR PARK SUPERVISOR'S REPORT**

### **March 2, 2017**

- Dave Zimmerman left after 5+ years and took a job driving for Auto Auction. We are now taking applications for 2 people to work part time.
- The Caretaker couple that I thought was going to work decided not to come here so we are still searching. We may have to hire 2 - 600 hour employees for that position.
- We now have added fire suppression to existing exhaust vent to meet the fire code and we are cleaning up in kitchen for new food service vendor. We started to get quotes for moving exhaust duct and possibly rearrange kitchen but it was way too expensive.
- Our electrician is adding outlets and separating circuits in Swine barn. This will help to prevent overloading breakers and give us more lighting. MAP will pay \$500 towards this.
- Laying out campsites on a map and labeling sites to meet Health Department Codes before summer.

# Jefferson County Fair Park Committee Meeting

## Thursday, March 2, 2017

### Fair Office Report

- Keeping website, JCFP TV ads, radio commercials and social media up-to-date with event information and Fair updates.
  - Theme and Charlie Daniels Band live announcements were done on 940 AM WFAW
  - Charlie Daniels Band announcement and commercial for ticket sales recorded for 104.5 FM WSLD
- Reconciling February Fair Park events.
- Fair 2017 Updates:
  - In-Park Trailer Parking = 43 trailers registered
  - Vehicle Parking = 9 spaces sold
  - Camping filled up quickly. West 30 amp is already full.
  - Reviewing Superintendent applications
  - Working with Superintendents to hire Judges.
  - Jefferson County Agri-Business Club voted to not award the Fairest of the Fair a \$500 scholarship for 2017.
  - Fair yard signs have been ordered and should be available for distribution mid-March.
  - Created and submitted a full-page ad to the Jefferson County Tourism Guide.
  - Vendor contracts can be available as soon as the layout of the Fair is determined.
  - Fair Entries will open in early March and the deadline for Junior entries is May 19.
  - Amy presented the Jefferson County Fair helpful hints flyer at the MAP Swine and Sheep kick offs in February.
  - Ribbons have been ordered
  - Working to get ticket company functioning. Charlie Daniels tickets go on sale March 8.