

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

Date: Thursday, May 4, 2017

Time: 8:30 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 April 6, 2017 and April 20, 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 Marketing Partnerships and Sponsorships
9. Discussion and update on the 2017 Jefferson County Fair Operations
10. Discussion and possible action on Fair Signage for Fair 2017
11. Review of Community Feedback
12. Review of Financial Report
13. Review of Fair Park Director's Report
14. Review of Supervisor's Report
15. Review of Fair Park Office Report
16. Discussion and possible action on future meeting schedule and agenda items
17. 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:

June 1, 2017

July 6, 2017

Meetings to be held at 2:00 p.m. outside the main gate off Puerner Street:

July 12, 2017

July 13, 2017

July 14, 2017

July 15, 2017

July 16, 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 April 6, 2017 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, April 6th at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz, 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, Corporation Counsel J. Blair Ward. Kathy Steindorf was not present.

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 March 2, 2017 meeting as presented and seconded. Motion carried.

**Communications:** A thank you card from Jewelynn Gonzalez.

**Public Comment:** None

**Fort Atkinson Chamber of Commerce Milestone Anniversary Certificate Presentation:** Olivia from the Fort Atkinson Chamber of Commerce presented the Fair Committee with a Milestone Anniversary Certificate commemorating the 165<sup>th</sup> Jefferson County Fair.

**Discussion of Marketing Partnerships and Sponsorships for 2017 Fair:** David presented proposed sponsor levels to the Committee. The committee would like the sponsorships to be a “cafeteria” style plan where sponsors would be able to pick different options to fit their needs. He also reported on what sponsors he has contacted.

**Review of Community Feedback:** Debra Hall-Kind reported that there was no new community feedback just the same inquiries as to the sponsorship levels.

**Financial Report:** Review of January 2017 and February 2017 financials.

**Director’s Report:** David recapped the status of the entertainment and acts for the 2017 fair. Sponsorships and sponsorship levels were reviewed. The report from the visit from consultant Rick Frenette was presented to the Fair Park Committee. David updated the committee as to The Harry Potter festival. Negotiations are being held on whether or not to charge the Harry Potter Festival for use of the parking lot. David announced the leaving of Doyle’s Dogs after the April 22<sup>nd</sup> rabbit show. A new RFP will be sent out. Other options for the kitchen were discussed.

**Supervisor’s Report:** Roger reported that Dave Zimmerman has reapplied to be a part-time employee with the Fair Park. Winter storage is out and the maintenance department is working on getting the buildings ready for the upcoming spring/summer season. The water will be turned on. A gentleman approached Roger and inquired if the Fair Park would hang a POW/MIA flag on the third flag pole if he donated it. Roger and Dave have a meeting with the City of Jefferson economic development consultant next week.

**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. March events have been reconciled. 2017 Fair updates were presented.

**Discussion and possible action on future meeting schedule and agenda items:** A meeting date of April 20, 2017 at 8:00 am was set for review of the past agenda item regarding exhibitor behavior at the fair. Some future agenda items discussed were: Discussion and action of the 2017 Fair; The director’s review of the consultant’s report and what the director plans to implement from the report and what he thinks will not work. The committee would like to continue to review the Strategic Plan, Marketing Partnerships and Sponsorships and the Signage Plan.

**Next Meeting:** A special meeting was set for April 20 at 8:00 a.m. in the conference room of the Activity Center with the next regular meeting being set for May 4 at 8:00 a.m..

With no further business, Ron Buchanan made a motion to adjourn the meeting. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 9:39 a.m.

## **Jefferson County Fair Park April 20, 2017 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, April 20th at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Russell Kutz, 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, Corporation Counsel J. Blair Ward. Kathy Steindorf appeared via phone.

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

### **Review and Approve Agenda**

**Public Comment:** None

**Exhibitor issue:** A motion was made by Ron Buchanan to convene in closed session and seconded by Jennifer Hanneman. A roll call vote was taken and the motion carried. The closed session was held at 8:02 a.m. The closed session ended and the open meeting resumed at 10:22 a.m. A motion to sustain the suspension for Sean Doherty, Nancy Doherty, Isabel Doherty, Elysa Doherty and Aubrey Doherty for the 2017 Fair season for violation of rule #7 of the Jefferson County Junior Fair rules and rules 7 & 8 of the IAFE rules and to reverse the suspension of TJ Doherty was made by Jennifer Hanneman and seconded by Ron Buchanan. An amendment was made to the motion to clarify that Isabel's infraction occurred during Showmanship was made by Blane Poulson and seconded by Ron Buchanan. This motion was passed.

**Communications:** None

**Discussion and possible action on future meeting schedule and agenda items:** Blane Poulson requested the May 4, 2017 meeting being at 8:30 instead of 8:00. This was agreed upon by all members.

**Next Meeting:** The next regular meeting is set for May 4 at 8:30 a.m.

With no further business, Ron Buchanan made a motion to adjourn the meeting. Matt Foelker seconded. Motion carried. Meeting adjourned at 10:28 a.m.

Jefferson County  
Fair Park Totals

Date Ran 4/21/2017  
Period March  
Year 2017

25.00%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(65,059.67)	(580,075.00)	(515,015.33)	11.22%
	Expenditures	120,387.35	635,075.00	514,687.65	18.96%
	Other Sources	-	-	-	0.00%
<b>Total</b>		<b>55,327.68</b>	<b>55,000.00</b>	<b>(327.68)</b>	<b>0.00%</b>
6902 Fair Week	Revenue	(54,333.29)	(558,606.00)	(504,272.71)	9.73%
	Expenditures	27,259.78	558,606.00	531,346.22	4.88%
	Other Sources	-	-	-	0.00%
<b>Total</b>		<b>(27,073.51)</b>	<b>-</b>	<b>27,073.51</b>	<b>0.00%</b>
Total All Business Units	Revenue	(119,392.96)	(1,138,681.00)	(1,019,288.04)	10.49%
	Expenditures	147,647.13	1,193,681.00	1,046,033.87	12.37%
	Other Source	-	-	-	0
<b>Grand Total Fair Park</b>		<b>28,254.17</b>	<b>55,000.00</b>	<b>26,745.83</b>	<b>51.37%</b>

Fair Park  
6901 Fair Park

Date Ran 4/21/2017  
Period March  
Year 2017

Revenues 25.00%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	(20,018.76)	(80,075.00)	(60,056.24)	25.00%
457010	SPONSOR REVENUE	(12,000.00)	(45,000.00)	(33,000.00)	26.67%
457025	HORSE SHOW FEES	(6,600.00)	(23,000.00)	(16,400.00)	28.70%
457026	SHAVING SALES	-	(34,000.00)	(34,000.00)	0.00%
474169	FAIR BILLED	(4,000.00)	(4,000.00)	-	100.00% *
482012	BUILDING RENTAL	(18,168.19)	(176,000.00)	(157,831.81)	10.32%
482013	STALL RENTAL	-	(83,000.00)	(83,000.00)	0.00%
482014	WINTER STORAGE RENTAL	(200.00)	(42,000.00)	(41,800.00)	0.48%
482015	SPACE-FOOD VENDOR	(708.45)	(18,000.00)	(17,291.55)	3.94%
482016	SPACE-BEVERAGE VENDOR	(1,889.81)	(17,000.00)	(15,110.19)	11.12%
482017	SPACE-OTHER VENDOR	(186.00)	(5,000.00)	(4,814.00)	3.72%
482021	CAMPING FEE OTHER	(1,259.12)	(52,000.00)	(50,740.88)	2.42%
486001	VENDING COMMISSION	(29.34)	(1,000.00)	(970.66)	2.93%
<b>Totals</b>		<b>(65,059.67)</b>	<b>(580,075.00)</b>	<b>(515,015.33)</b>	<b>11.22%</b>

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	21,858.70	103,753.00	81,894.30	21.07%
511210	WAGES-REGULAR	22,731.15	114,198.00	91,466.85	19.91%
511220	WAGES-OVERTIME	-	139.00	139.00	0.00%
511240	WAGES-TEMPORARY	116.50	12,317.00	12,200.50	0.95%
511310	WAGES-SICK LEAVE	1,142.66	-	(1,142.66)	0.00%
511320	WAGES-VACATION PAY	3,573.98	-	(3,573.98)	0.00%
511330	WAGES-LONGEVITY PAY	-	273.00	273.00	0.00%
511340	WAGES-HOLIDAY PAY	626.50	-	(626.50)	0.00%
511350	WAGES-MISCELLANEOUS(COMP)	991.95	-	(991.95)	0.00%
512141	SOCIAL SECURITY	3,849.60	17,535.00	13,685.40	21.95%
512142	RETIREMENT (EMPLOYER)	3,283.93	13,014.00	9,730.07	25.23%
512144	HEALTH INSURANCE	7,155.91	30,889.00	23,733.09	23.17%
512145	LIFE INSURANCE	14.81	47.00	32.19	31.51%
512150	FSA CONTRIBUTION	450.00	450.00	-	100.00% *
512173	DENTAL INSURANCE	786.31	3,589.00	2,802.69	21.91%
521219	OTHER PROFESSIONAL SERV	595.40	200.00	(395.40)	297.70% *
521297	STALL CLEANING	-	4,500.00	4,500.00	0.00%
529170	GROUNDS KEEPING CHARGES	2,652.05	24,323.00	21,670.95	10.90%
531001	CREDIT CARD FEES	3.50	850.00	846.50	0.41%
531298	UNITED PARCEL SERVICE UPS	-	50.00	50.00	0.00%
531301	OFFICE EQUIPMENT	-	1,000.00	1,000.00	0.00%
531303	COMPUTER EQUIPMT & SOFTWA	-	3,000.00	3,000.00	0.00%
531311	POSTAGE & BOX RENT	38.15	500.00	461.85	7.63%
531312	OFFICE SUPPLIES	147.08	1,600.00	1,452.92	9.19%
531313	PRINTING & DUPLICATING	565.18	1,000.00	434.82	56.52% *
531314	SMALL ITEMS OF EQUIPMENT	1,802.86	7,000.00	5,197.14	25.76%
531320	SAFETY SUPPLIES	33.64	750.00	716.36	4.49%
531322	SUBSCRIPTIONS	-	110.00	110.00	0.00%

531324 MEMBERSHIP DUES	1,133.10	1,500.00	366.90	75.54% *
531326 ADVERTISING	2,764.00	4,000.00	1,236.00	69.10% *
531349 OTHER OPERATING EXPENSES	-	1,000.00	1,000.00	0.00%
531351 GAS/DIESEL	926.30	6,000.00	5,073.70	15.44%
531367 WOOD SHAVINGS	-	24,500.00	24,500.00	0.00%
532325 REGISTRATION	-	600.00	600.00	0.00%
532332 MILEAGE	72.23	200.00	127.77	36.12%
532334 COMMERCIAL TRAVEL	-	1,500.00	1,500.00	0.00%
532335 MEALS	177.37	850.00	672.63	20.87%
532336 LODGING	1,227.95	3,500.00	2,272.05	35.08%
532339 OTHER TRAVEL & TOLLS	-	30.00	30.00	0.00%
533221 WATER	1,553.99	9,000.00	7,446.01	17.27%
533222 ELECTRIC	6,739.58	40,000.00	33,260.42	16.85%
533223 SEWER	1,256.05	6,900.00	5,643.95	18.20%
533224 NATURAL GAS	1,966.22	8,500.00	6,533.78	23.13%
533225 TELEPHONE & FAX	482.75	2,150.00	1,667.25	22.45%
533235 STORM WATER UTILITY	4,273.56	16,000.00	11,726.44	26.71%
533236 WIRELESS INTERNET	61.41	250.00	188.59	24.56%
535232 GRAVELING	-	3,500.00	3,500.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	6,573.21	6,000.00	(573.21)	109.55% *
535245 GROUNDS IMPROVEMENTS	570.39	12,500.00	11,929.61	4.56%
535247 BLDG REPAIR & MAINT	5,675.23	23,500.00	17,824.77	24.15%
535297 REFUSE COLLECTION	1,094.67	11,500.00	10,405.33	9.52%
535344 HOUSEHOLD & JANITORIAL SUPP	956.64	3,750.00	2,793.36	25.51%
535347 BEVERAGE PURCHASES	2,264.97	12,000.00	9,735.03	18.87%
535349 OTHER SUPPLIES	31.67	-	(31.67)	0.00%
535352 VEHICLE PARTS & REPAIRS	280.32	3,500.00	3,219.68	8.01%
535355 PLUMBING & ELECTRICAL	1,937.93	9,000.00	7,062.07	21.53%
536533 EQUIPMENT RENT & LEASE	-	2,500.00	2,500.00	0.00%
571004 IP TELEPHONY ALLOCATION	274.26	1,588.00	1,313.74	17.27%
571005 DUPLICATING ALLOCATION	258.00	734.00	476.00	35.15%
571009 MIS PC GROUP ALLOCATION	2,094.00	8,376.00	6,282.00	25.00%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	1,382.25	5,529.00	4,146.75	25.00%
591519 OTHER INSURANCE	1,939.44	8,531.00	6,591.56	22.73%
594819 CAP OTHER EQUIPMENT	-	25,000.00	25,000.00	0.00%
594821 CAP IMPRV LAND	-	30,000.00	30,000.00	0.00%
<b>Totals</b>	<b>120,387.35</b>	<b>635,075.00</b>	<b>514,687.65</b>	<b>18.96%</b>

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					0%
<b>Totals</b>		-	-	-	0.00%
<b>Total Business Unit</b>		<b>55,327.68</b>	<b>55,000.00</b>	<b>(327.68)</b>	

Fair Park  
6902 Fair Week

Date Ran 4/21/2017  
Period March  
Year 2017

Revenues 25.00%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	6,739.26	26,957.00	20,217.74	25.00%
421001	STATE AID	-	(7,163.00)	(7,163.00)	0.00%
457005	RESERVED SEATING FEES	(6,530.00)	(40,000.00)	(33,470.00)	16.33%
457009	CONTEST ENTRY FEES	-	(800.00)	(800.00)	0.00%
457010	SPONSOR REVENUE	(28,000.00)	(85,000.00)	(57,000.00)	32.94%
457011	GATE RECEIPTS	(6,059.00)	(240,000.00)	(233,941.00)	2.52%
457013	STALL & PEN FEES	(102.75)	(4,500.00)	(4,397.25)	2.28%
457021	PREMIUM BOOK SALES	(30.00)	(100.00)	(70.00)	30.00%
457029	FFA ENROLLMENT	(49.00)	(6,500.00)	(6,451.00)	0.75%
457030	CREDIT CARD SURCHARGE	(817.55)	(1,000.00)	(182.45)	81.76% *
457034	PARKING FEES	(1,104.25)	-	1,104.25	0.00%
459001	SODA	-	(15,000.00)	(15,000.00)	0.00%
482015	SPACE-FOOD VENDOR	-	(32,000.00)	(32,000.00)	0.00%
482016	SPACE-BEVERAGE VENDOR	-	(75,000.00)	(75,000.00)	0.00%
482017	SPACE-OTHER VENDOR	-	(25,000.00)	(25,000.00)	0.00%
482018	SPACE-CARNIVAL	-	(30,000.00)	(30,000.00)	0.00%
482019	CAMPING FEE 4-H	(18,380.00)	(22,000.00)	(3,620.00)	83.55% *
482020	CAMPING FEE VENDOR	-	(1,500.00)	(1,500.00)	0.00%
<b>Totals</b>		<b>(54,333.29)</b>	<b>(558,606.00)</b>	<b>(504,272.71)</b>	<b>9.73%</b>

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	9,634.51	45,381.00	35,746.49	21.23%
511210	WAGES-REGULAR	3,946.16	28,140.00	24,193.84	14.02%
511220	WAGES-OVERTIME	-	10,864.00	10,864.00	0.00%
511240	WAGES-TEMPORARY	-	36,158.00	36,158.00	0.00%
511310	WAGES-SICK LEAVE	735.44	-	(735.44)	0.00%
511320	WAGES-VACATION PAY	633.06	-	(633.06)	0.00%
511330	WAGES-LONGEVITY PAY	-	68.00	68.00	0.00%
511340	WAGES-HOLIDAY PAY	264.76	-	(264.76)	0.00%
511350	WAGES-MISCELLANEOUS(COMP)	298.65	-	(298.65)	0.00%
512141	SOCIAL SECURITY	1,167.27	9,183.00	8,015.73	12.71%
512142	RETIREMENT (EMPLOYER)	1,054.86	5,613.00	4,558.14	18.79%
512144	HEALTH INSURANCE	2,720.44	12,207.00	9,486.56	22.29%
512145	LIFE INSURANCE	8.17	32.00	23.83	25.53%
512150	FSA CONTRIBUTION	175.00	175.00	-	100.00% *
512173	DENTAL INSURANCE	218.69	1,235.00	1,016.31	17.71%
521219	OTHER PROFESSIONAL SERV	595.40	500.00	(95.40)	119.08% *
521647	VETERINARY SERVICES	-	750.00	750.00	0.00%
521648	AMBULANCE/EMS SERVICES	-	3,000.00	3,000.00	0.00%
521649	SECURITY SERVICES	-	5,200.00	5,200.00	0.00%
529299	PURCHASE CARE & SERVICES	-	5,000.00	5,000.00	0.00%
529301	FAIR GATE WORKERS	-	6,320.00	6,320.00	0.00%
529302	FAIR JUDGES	-	7,305.00	7,305.00	0.00%
529303	FAIR SUPERINTENDENTS	-	6,875.00	6,875.00	0.00%

529304 FAIR PARKING SERVICES	-	1,800.00	1,800.00	0.00%
531001 CREDIT CARD FEES	897.33	1,850.00	952.67	48.50% *
531101 TICKETS/ENTRY TAGS	-	4,650.00	4,650.00	0.00%
531102 TROPHIES/PLAQUES	-	400.00	400.00	0.00%
531103 RIBBONS	100.51	2,900.00	2,799.49	3.47%
531181 PREMIUMS	-	19,000.00	19,000.00	0.00%
531182 FAIR WEEK SPECIAL ACTS	-	170,000.00	170,000.00	0.00%
531183 SPONSOR FEES	-	2,500.00	2,500.00	0.00%
531184 FAIREST OF THE FAIR	-	500.00	500.00	0.00%
531311 POSTAGE & BOX RENT	58.92	500.00	441.08	11.78%
531312 OFFICE SUPPLIES	-	400.00	400.00	0.00%
531313 PRINTING & DUPLICATING	-	250.00	250.00	0.00%
531314 SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
531326 ADVERTISING	2,951.41	40,000.00	37,048.59	7.38%
531349 OTHER OPERATING EXPENSES	352.00	750.00	398.00	46.93% *
531351 GAS/DIESEL	-	1,000.00	1,000.00	0.00%
531367 WOOD SHAVINGS	-	2,000.00	2,000.00	0.00%
532332 MILEAGE	-	200.00	200.00	0.00%
533221 WATER	-	1,000.00	1,000.00	0.00%
533222 ELECTRIC	-	6,500.00	6,500.00	0.00%
533223 SEWER	-	1,400.00	1,400.00	0.00%
533224 NATURAL GAS	-	75.00	75.00	0.00%
533235 STORM WATER UTILITY	-	750.00	750.00	0.00%
535242 MAINTAIN MACHINERY & EQUIP	-	100.00	100.00	0.00%
535245 GROUNDS IMPROVEMENTS	-	2,000.00	2,000.00	0.00%
535247 BLDG REPAIR & MAINT	-	1,500.00	1,500.00	0.00%
535297 REFUSE COLLECTION	-	800.00	800.00	0.00%
535347 BEVERAGE PURCHASES	-	15,000.00	15,000.00	0.00%
535355 PLUMBING & ELECTRICAL	-	4,500.00	4,500.00	0.00%
536533 EQUIPMENT RENT & LEASE	-	82,500.00	82,500.00	0.00%
571009 MIS PC GROUP ALLOCATION	369.51	1,478.00	1,108.49	25.00%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	795.75	3,183.00	2,387.25	25.00%
591519 OTHER INSURANCE	281.94	3,514.00	3,232.06	8.02%
<b>Totals</b>	<b>27,259.78</b>	<b>558,606.00</b>	<b>531,346.22</b>	<b>4.88%</b>

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					0%
<b>Totals</b>		-	-	-	0.00%
<b>Total Business Unit</b>		<b>(27,073.51)</b>	-	<b>27,073.51</b>	



Fair Park  
6906 Donations

Date Ran 4/21/2017  
Period March  
Year 2017

Revenues 25.00%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
485106	FAIR EXPANSION DONATIONS	-	(2,375.21)	(2,375.21)	0.00%
<b>Totals</b>		-	(2,375.21)	(2,375.21)	0.00%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
531314	SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
594960	CAPITAL RESERVE	-	30,877.00	30,877.00	0.00%
<b>Totals</b>		-	32,477.00	32,477.00	0.00%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
<b>Totals</b>		-	-	-	0.00%

<b>Total Business Unit</b>		-	30,101.79	30,101.79	
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## **Fair Park Director's Report – May 4, 2017**

1. 2017 Fair
  - a. Working on Contracts –La Movida, People Movers
  - b. Bands – Looking for bands at the Hop Stop
    1. Single artists or duets
    2. Possible band in Miller Tent – Saturday 5:00 – 7:00 PM
2. Sponsorship Levels
3. Sponsorships
4. Consultant – Rick Frenette
5. Harry Potter Festival
  - a. Building out camping map – working with Land Info & Saffire to fine tune map
  - b. Parking at Fair Park
    - a. Negotiating with HPF owners –North & West parking lot, handicapped parking lots & Activity Center.
    - b. Not charging for parking.
  - c. Wi-Fi -- working with MIS
    - a. Hard wired – 32 Verifones for credit card transactions
    - b. Wireless Wi-Fi backup
6. Activity Center Kitchen
  - a. Sent out RFP
  - b. Options: Have local business fill in until vendor is found
  - c. RFP Inquiries

## **Consultant – Summary:**

1. Fair Park – determine if events are economically feasible – Feasibility study could help with answers on this issue. Also looking at seasonal costs and fees to make sure we are covering our expenses. Looking at applying a minimal fee for weekend events.
2. Invest in continued upgrades to existing facilities – Continue practice of maintaining and upgrading facility
3. Continued education for staff – Improve on education training
4. Fair – Gate admission average \$5.57 per reported attendee – Increase total gate admission revenue
5. Carnival – receive % of food and games – Look at switching all vendors over to a % bases in two years
6. Sell Advance admission tickets online for \$6 (40% discount) – Want to try this year at \$7. Otherwise, next year when we look at switching to Saffire ticketing.
7. Add gate: \$6 youth price – 6-11yrs. Old – Implementing this year.
8. Eliminate \$5 before 5 PM – Wed., Thurs., Fri. Do \$5 promotion days tied to a sponsor to cover cost of lost revenue – Eliminated on Thursday & Friday. Still have it on Wednesday – Kids Day
9. Create \$5 food/beverage voucher – that can sell in bundles, to groups, or businesses - Looking at possible implementation in two years.
10. Too many food vendors – for size of fair – Looking to reduce and diversify food vendors
11. Modernize – online & gate electronic ticketing program -- Working with MIS and vendors to get quotes on building internet system
12. Reduce cost of advertising, more social media advertising – Keep advertising dollars the same, but have been moving more to social media the past several years.
13. Redo all printed materials – research other fairs marketing materials
14. Research ways to move people off Main St. – Continually looking at this issue
15. Sponsorship programs are basic & gives away too many assets – creates a negative return to fair – Currently working on changing program over for next year.
16. Need Sponsors to drive your gate and attendance -- Looking for more answers from Rick
17. More creative sponsorship packages – looking into next year. Need more information from Rick on what he has in mind.
18. Might have to raise grandstand reserved seating price – Looking at implementation in two years.
19. Staff seems excited to grow and make fair park successful -- Staff does a great job working on fair! They put in a lot of long hours building it out. They are very dedicated.

**FAIR PARK SUPERVISOR'S REPORT**  
**May 4, 2017**

- 1000 hour part time staff and summer staff all have received an increase in wages. Fair help will also get an increase but now we will have to cut down on hours to fit within budget. This will help to recruit more and better help.
- Starting this week we will be training our new staff on how to work the horse shows and other weekend events.
- Most all of the buildings will be used this weekend with the Dairyland Classic Dog Show and a Paint Horse Show
- We used Gallitz Grading sponsorship to grade and roll out crushed recycled blacktop in all the lanes in the north parking lot before Car Show. Highway Department hauled the loads in.

# Jefferson County Fair Park Committee Meeting

## Thursday, May 4, 2017

### Fair Office Report

- Keeping website, JCFP TV ads, radio commercials and social media up-to-date with event information and Fair updates.
- Reconciling April Fair Park events.
- Fair 2017 Updates:
  - In-Park Trailer Parking and Vehicle Parking are still available. Updated count and revenues will be given at the meeting.
  - There are still a few camping sites available. North/Northwest, West 30 amp and West 50 amp areas are full.
  - Still seeking applications for Goat and Cultural Arts Superintendents
  - In process of hiring fair judges
  - Vendor contracts have been sent out.
  - Fair Entries are still open until May 19 for Junior and Open/Senior paper entries and June 16 for online Open/Senior entries.
  - Informational meetings were held April 5 and May 3 to assist and educate exhibitors about fair entries.
  - Tickets are still on sale for Charlie Daniels and Brothers Osborne. Updated ticket count will be given at the meeting.
  - Fairest of the Fair applications are due May 1<sup>st</sup> an update will be given at the meeting.