

## **Fair Park Committee Agenda**

### **Jefferson County**

Jefferson County Fair Park

Activity Center

503 N. Jackson Avenue

Jefferson, WI 53549

Date: Thursday, January 4, 2018

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 December 7, 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. Review of Community Feedback & Suggestions on Fair Operations
9. Discussion and possible action on 2018 Fair entertainment
10. Discussion and possible action on Meat Animal Project (MAP) use of building
11. Discussion on how to improve and increase non-fair events
12. Discussion and possible action on Marketing Partnerships and Sponsorships
13. Review of Financial Report
14. Review of Supervisor's Report
15. Review of 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:

February 1, 2018

March 1, 2018

April 5, 2018

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 December 7, 2017 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, December 7th at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Jennifer Hanneman, Russell Kutz, Matthew Foelker, Ron Buchanan, Debra Hall-Kind, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt, County Administrator Ben Wehmeier and Jefferson County Corporation Counsel Blair Ward. Kathy Steindorf appeared by phone.

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

**Communications:** Christmas card from the Country Plumber

**Public Comment:** None

**Review of Community Feedback and suggestions on Fair Operations:** None

**Convene in closed session for discussion of 2018 fair entertainment:** Jennifer Hanneman made a motion to convene in closed session, seconded by Ron Buchanan. All approved. Closed session at 8:07 a.m.

**Reconvene in open session:** Jennifer Hanneman made a motion to reconvene in open session, seconded by Ron Buchanan. All approved. Reconvened in open session at 8:24 a.m.

**Discussion and possible action on Meat Animal Project use of building:** Discussion was had as to whether the Meat Animal Project would need a contract for use of the building. Further discussion was had as to the Fair's control of the rules especially during Fair and whether the Fair Park should take over the printing of the tickets for the Meat Animal Sale.

**Discussion on how to improve and increase non-fair events:** The suggestion of possibly having a steer-clipping exhibition was made.

**Discussion and possible action on Marketing Partnerships and Sponsorships:** Amy Listle presented proposals from Ott Schweitzer and Wisconsin Distributors for the fermented malt beverage RFP. A motion was made by Matt Foelker to have Ott Schweitzer as the fair park's fermented malt beverage supplier, seconded by Ron Buchanan. The motion was passed unanimously. A letter of interest was submitted by Premier Bank for the fair park's financial company. There was no letters of interest submitted for the Health Care Provider so the RFP will be reposted. WSLD would like to renew with the same 3-year agreement as in the past.

**Financial Report:** Review of October 2017 financials.

**Supervisor's Report:** Roger Kylmanen stated that there is a new hire, Shaun Wicklund.

**Office Report:** Winter storage has collected \$49,870.94 with a few units to come in yet. The Fair Park hosted the November 7<sup>th</sup> Jefferson County Tourism Council Meeting and also a meeting with the Sheriff's Department, Jefferson EMS, Fort HealthCare and the JCEC on November 15<sup>th</sup> to work on a security plan for the Fair. The Fair theme for 2018 is the Year of the Chicken. The office has been working on sponsorships and community relations. Amy and Roger attended the International Association of Fairs and Expos (IAFE) November 26-29 in Las Vegas, NV. Amy is working on the entertainment for the 2018 Fair which includes searching for local bands for the Miller Tent and grounds acts. The Fairest of the Fair was in the Helenville and Jefferson Christmas parades.

**Discussion and possible action on future meeting schedule and agenda items:** 2018 Fair entertainment will need to be discussed further.

**Next Meeting:** The next regular meeting is set for January 4, 2018, 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. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 9:02 a.m.

Jefferson County  
Fair Park Totals

Date Ran 12/22/2017  
Period 11  
Year 2017

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(509,311.81)	(580,075.00)	(70,763.19)	87.80%
	Expenditures	584,291.04	635,075.00	50,783.96	92.00%
	Other Sources	-	-	-	#DIV/0!
<b>Total</b>		<b>74,979.23</b>	<b>55,000.00</b>	<b>(19,979.23)</b>	<b>0.00%</b>
6902 Fair Week	Revenue	(609,137.26)	(558,606.00)	50,531.26	109.05%
	Expenditures	580,659.41	558,606.00	(22,053.41)	103.95%
	Other Sources	-	-	-	#DIV/0!
<b>Total</b>		<b>(28,477.85)</b>	<b>-</b>	<b>28,477.85</b>	<b>0.00%</b>
Total All Business Units	Revenue	(1,118,449.07)	(1,138,681.00)	(20,231.93)	98.22%
	Expenditures	1,164,950.45	1,193,681.00	28,730.55	97.59%
	Other Source	-	-	-	#DIV/0!
<b>Grand Total Fair Park</b>		<b>46,501.38</b>	<b>55,000.00</b>	<b>8,498.62</b>	<b>84.55%</b>

Fair Park  
6901 Fair Park

Date Ran 12/22/2017  
Period 11  
Year 2017

Revenues

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
411100	GENERAL PROPERTY TAXES	(73,402.12)	(80,075.00)	(6,672.88)	91.67%
457010	SPONSOR REVENUE	(37,000.00)	(45,000.00)	(8,000.00)	82.22%
457022	EQUIPMENT RENTAL CHARGES	(375.00)	-	375.00	#DIV/0!
457023	OTHER PUBLIC CHARGES	(5,281.30)	-	5,281.30	#DIV/0!
457025	HORSE SHOW FEES	(15,997.50)	(23,000.00)	(7,002.50)	69.55%
457026	SHAVING SALES	(30,729.41)	(34,000.00)	(3,270.59)	90.38%
474169	FAIR BILLED	(4,000.00)	(4,000.00)	-	100.00%
482012	BUILDING RENTAL	(139,749.42)	(176,000.00)	(36,250.58)	79.40%
482013	STALL RENTAL	(72,454.00)	(83,000.00)	(10,546.00)	87.29%
482014	WINTER STORAGE RENTAL	(47,922.73)	(42,000.00)	5,922.73	114.10%
482015	SPACE-FOOD VENDOR	(6,022.58)	(18,000.00)	(11,977.42)	33.46%
482016	SPACE-BEVERAGE VENDOR	(7,480.94)	(17,000.00)	(9,519.06)	44.01%
482017	SPACE-OTHER VENDOR	(2,726.00)	(5,000.00)	(2,274.00)	54.52%
482021	CAMPING FEE OTHER	(60,914.96)	(52,000.00)	8,914.96	117.14%
482100	PRIOR YEAR RENT INCOME	(3,800.00)	-	3,800.00	#DIV/0!
485200	DONATIONS RESTRICTED	(500.00)	-	500.00	#DIV/0!
486001	VENDING COMMISSION	(955.85)	(1,000.00)	(44.15)	95.59%
<b>Totals</b>		<b>(509,311.81)</b>	<b>(580,075.00)</b>	<b>(70,763.19)</b>	<b>87.80%</b>

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
511110	SALARY-PERMANENT REGULAR	61,895.72	103,753.00	41,857.28	59.66%
511210	WAGES-REGULAR	102,606.71	114,198.00	11,591.29	89.85%
511220	WAGES-OVERTIME	318.85	139.00	(179.85)	229.39%
511240	WAGES-TEMPORARY	15,014.57	12,317.00	(2,697.57)	121.90%
511310	WAGES-SICK LEAVE	11,574.97	-	(11,574.97)	#DIV/0!
511320	WAGES-VACATION PAY	8,420.40	-	(8,420.40)	#DIV/0!
511330	WAGES-LONGEVITY PAY	204.75	273.00	68.25	75.00%
511340	WAGES-HOLIDAY PAY	5,554.22	-	(5,554.22)	#DIV/0!
511350	WAGES-MISCELLANEOUS(COMP)	6,363.06	-	(6,363.06)	#DIV/0!
512141	SOCIAL SECURITY	16,011.72	17,535.00	1,523.28	91.31%
512142	RETIREMENT (EMPLOYER)	11,033.58	13,014.00	1,980.42	84.78%
512144	HEALTH INSURANCE	27,125.87	30,889.00	3,763.13	87.82%
512145	LIFE INSURANCE	42.15	47.00	4.85	89.68%
512146	WORKERS COMPENSATION	271.60	-	(271.60)	#DIV/0!
512150	FSA CONTRIBUTION	450.00	450.00	-	100.00%
512173	DENTAL INSURANCE	3,256.80	3,589.00	332.20	90.74%
521219	OTHER PROFESSIONAL SERV	595.40	200.00	(395.40)	297.70%
521297	STALL CLEANING	3,303.00	4,500.00	1,197.00	73.40%
529170	GROUNDS KEEPING CHARGES	27,270.43	24,323.00	(2,947.43)	112.12%
531001	CREDIT CARD FEES	5.00	850.00	845.00	0.59%
531298	UNITED PARCEL SERVICE UPS	-	50.00	50.00	0.00%
531301	OFFICE EQUIPMENT	233.80	1,000.00	766.20	23.38%
531303	COMPUTER EQUIPMT & SOFTWA	3,352.54	3,000.00	(352.54)	111.75%
531311	POSTAGE & BOX RENT	98.35	500.00	401.65	19.67%

531312 OFFICE SUPPLIES	1,114.59	1,600.00	485.41	69.66%
531313 PRINTING & DUPLICATING	1,379.95	1,000.00	(379.95)	138.00%
531314 SMALL ITEMS OF EQUIPMENT	3,891.01	7,000.00	3,108.99	55.59%
531320 SAFETY SUPPLIES	483.45	750.00	266.55	64.46%
531322 SUBSCRIPTIONS	-	110.00	110.00	0.00%
531324 MEMBERSHIP DUES	1,308.10	1,500.00	191.90	87.21%
531326 ADVERTISING	6,766.34	4,000.00	(2,766.34)	169.16%
531349 OTHER OPERATING EXPENSES	563.41	1,000.00	436.59	56.34%
531351 GAS/DIESEL	5,725.26	6,000.00	274.74	95.42%
531367 WOOD SHAVINGS	21,179.00	24,500.00	3,321.00	86.44%
532325 REGISTRATION	1,588.00	600.00	(988.00)	264.67%
532332 MILEAGE	72.23	200.00	127.77	36.12%
532334 COMMERCIAL TRAVEL	634.52	1,500.00	865.48	42.30%
532335 MEALS	177.37	850.00	672.63	20.87%
532336 LODGING	3,644.04	3,500.00	(144.04)	104.12%
532339 OTHER TRAVEL & TOLLS	-	30.00	30.00	0.00%
533221 WATER	10,341.85	9,000.00	(1,341.85)	114.91%
533222 ELECTRIC	47,832.64	40,000.00	(7,832.64)	119.58%
533223 SEWER	8,544.45	6,900.00	(1,644.45)	123.83%
533224 NATURAL GAS	3,087.87	8,500.00	5,412.13	36.33%
533225 TELEPHONE & FAX	1,695.70	2,150.00	454.30	78.87%
533235 STORM WATER UTILITY	14,957.46	16,000.00	1,042.54	93.48%
533236 WIRELESS INTERNET	297.05	250.00	(47.05)	118.82%
535232 GRAVELING	3,859.67	3,500.00	(359.67)	110.28%
535242 MAINTAIN MACHINERY & EQUIP	10,142.61	6,000.00	(4,142.61)	169.04%
535245 GROUNDS IMPROVEMENTS	6,610.64	12,500.00	5,889.36	52.89%
535247 BLDG REPAIR & MAINT	16,085.47	23,500.00	7,414.53	68.45%
535297 REFUSE COLLECTION	9,952.56	11,500.00	1,547.44	86.54%
535344 HOUSEHOLD & JANITORIAL SUPP	8,238.06	3,750.00	(4,488.06)	219.68%
535347 BEVERAGE PURCHASES	10,537.90	12,000.00	1,462.10	87.82%
535349 OTHER SUPPLIES	283.76	-	(283.76)	#DIV/0!
535352 VEHICLE PARTS & REPAIRS	3,657.55	3,500.00	(157.55)	104.50%
535355 PLUMBING & ELECTRICAL	5,951.85	9,000.00	3,048.15	66.13%
536533 EQUIPMENT RENT & LEASE	4,657.23	2,500.00	(2,157.23)	186.29%
571004 IP TELEPHONY ALLOCATION	1,005.62	1,588.00	582.38	63.33%
571005 DUPLICATING ALLOCATION	946.00	734.00	(212.00)	128.88%
571009 MIS PC GROUP ALLOCATION	7,678.00	8,376.00	698.00	91.67%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	5,068.25	5,529.00	460.75	91.67%
591519 OTHER INSURANCE	7,395.28	8,531.00	1,135.72	86.69%
594819 CAP OTHER EQUIPMENT	29,432.00	25,000.00	(4,432.00)	117.73%
594821 CAP IMPRV LAND	12,500.81	30,000.00	17,499.19	41.67%

Totals	584,291.04	635,075.00	50,783.96	92.00%
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Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
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#DIV/0!

#DIV/0!

Totals	-	-	-	#DIV/0!
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Total Business Unit	74,979.23	55,000.00	(19,979.23)	
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Fair Park  
6902 Fair Week

Date Ran 12/22/2017  
Period 11  
Year 2017

Revenues

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
411100	GENERAL PROPERTY TAXES	24,710.62	26,957.00	2,246.38	91.67%
421001	STATE AID	(7,176.38)	(7,163.00)	13.38	100.19%
457005	RESERVED SEATING FEES	(49,120.00)	(40,000.00)	9,120.00	122.80%
457009	CONTEST ENTRY FEES	-	(800.00)	(800.00)	0.00%
457010	SPONSOR REVENUE	(59,085.00)	(85,000.00)	(25,915.00)	69.51%
457011	GATE RECEIPTS	(285,673.80)	(240,000.00)	45,673.80	119.03%
457013	STALL & PEN FEES	(7,653.75)	(4,500.00)	3,153.75	170.08%
457021	PREMIUM BOOK SALES	(70.00)	(100.00)	(30.00)	70.00%
457023	OTHER PUBLIC CHARGES	(17,253.62)	-	17,253.62	#DIV/0!
457029	FFA ENROLLMENT	(5,444.00)	(6,500.00)	(1,056.00)	83.75%
457030	CREDIT CARD SURCHARGE	(5,025.55)	(1,000.00)	4,025.55	502.56%
457033	SMALL ITEMS SPONSOR	(98.43)	-	98.43	#DIV/0!
457034	PARKING FEES	(1,701.40)	-	1,701.40	#DIV/0!
459001	SODA	(16,334.29)	(15,000.00)	1,334.29	108.90%
482015	SPACE-FOOD VENDOR	(27,338.57)	(32,000.00)	(4,661.43)	85.43%
482016	SPACE-BEVERAGE VENDOR	(79,377.00)	(75,000.00)	4,377.00	105.84%
482017	SPACE-OTHER VENDOR	(20,581.15)	(25,000.00)	(4,418.85)	82.32%
482018	SPACE-CARNIVAL	(28,184.94)	(30,000.00)	(1,815.06)	93.95%
482019	CAMPING FEE 4-H	(21,315.00)	(22,000.00)	(685.00)	96.89%
482020	CAMPING FEE VENDOR	(2,415.00)	(1,500.00)	915.00	161.00%
<b>Totals</b>		<b>(609,137.26)</b>	<b>(558,606.00)</b>	<b>50,531.26</b>	<b>109.05%</b>

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
511110	SALARY-PERMANENT REGULAR	29,036.69	45,381.00	16,344.31	63.98%
511210	WAGES-REGULAR	31,303.26	28,140.00	(3,163.26)	111.24%
511220	WAGES-OVERTIME	45.38	10,864.00	10,818.62	0.42%
511240	WAGES-TEMPORARY	47,381.85	36,158.00	(11,223.85)	131.04%
511310	WAGES-SICK LEAVE	3,502.61	-	(3,502.61)	#DIV/0!
511320	WAGES-VACATION PAY	811.20	-	(811.20)	#DIV/0!
511330	WAGES-LONGEVITY PAY	136.50	68.00	(68.50)	200.74%
511340	WAGES-HOLIDAY PAY	1,444.50	-	(1,444.50)	#DIV/0!
511350	WAGES-MISCELLANEOUS(COMP)	2,326.55	-	(2,326.55)	#DIV/0!
512141	SOCIAL SECURITY	8,955.13	9,183.00	227.87	97.52%
512142	RETIREMENT (EMPLOYER)	6,650.88	5,613.00	(1,037.88)	118.49%
512144	HEALTH INSURANCE	15,858.02	12,207.00	(3,651.02)	129.91%
512145	LIFE INSURANCE	39.95	32.00	(7.95)	124.84%
512150	FSA CONTRIBUTION	175.00	175.00	-	100.00%
512173	DENTAL INSURANCE	942.73	1,235.00	292.27	76.33%
514151	PER DIEM	2,630.00	-	(2,630.00)	#DIV/0!
521219	OTHER PROFESSIONAL SERV	595.40	500.00	(95.40)	119.08%
521647	VETERINARY SERVICES	477.76	750.00	272.24	63.70%
521648	AMBULANCE/EMS SERVICES	2,500.00	3,000.00	500.00	83.33%
521649	SECURITY SERVICES	4,770.24	5,200.00	429.76	91.74%
529299	PURCHASE CARE & SERVICES	6,700.00	5,000.00	(1,700.00)	134.00%

529301 FAIR GATE WORKERS	5,595.02	6,320.00	724.98	88.53%
529302 FAIR JUDGES	6,550.00	7,305.00	755.00	89.66%
529303 FAIR SUPERINTENDENTS	5,475.00	6,875.00	1,400.00	79.64%
529304 FAIR PARKING SERVICES	1,650.00	1,800.00	150.00	91.67%
531001 CREDIT CARD FEES	7,278.97	1,850.00	(5,428.97)	393.46%
531101 TICKETS/ENTRY TAGS	10,498.70	4,650.00	(5,848.70)	225.78%
531102 TROPHIES/PLAQUES	333.00	400.00	67.00	83.25%
531103 RIBBONS	1,832.27	2,900.00	1,067.73	63.18%
531181 PREMIUMS	17,203.00	19,000.00	1,797.00	90.54%
531182 FAIR WEEK SPECIAL ACTS	174,958.29	170,000.00	(4,958.29)	102.92%
531183 SPONSOR FEES	2,669.34	2,500.00	(169.34)	106.77%
531184 FAIREST OF THE FAIR	1,405.13	500.00	(905.13)	281.03%
531311 POSTAGE & BOX RENT	741.11	500.00	(241.11)	148.22%
531312 OFFICE SUPPLIES	738.42	400.00	(338.42)	184.61%
531313 PRINTING & DUPLICATING	4,532.74	250.00	(4,282.74)	1813.10%
531314 SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
531326 ADVERTISING	35,829.54	40,000.00	4,170.46	89.57%
531349 OTHER OPERATING EXPENSES	13,776.79	750.00	(13,026.79)	1836.91%
531351 GAS/DIESEL	1,230.36	1,000.00	(230.36)	123.04%
531367 WOOD SHAVINGS	1,900.00	2,000.00	100.00	95.00%
532332 MILEAGE	308.72	200.00	(108.72)	154.36%
533221 WATER	1,101.79	1,000.00	(101.79)	110.18%
533222 ELECTRIC	6,434.37	6,500.00	65.63	98.99%
533223 SEWER	1,029.15	1,400.00	370.85	73.51%
533224 NATURAL GAS	59.36	75.00	15.64	79.15%
533235 STORM WATER UTILITY	712.26	750.00	37.74	94.97%
535242 MAINTAIN MACHINERY & EQUIP	927.32	100.00	(827.32)	927.32%
535245 GROUNDS IMPROVEMENTS	1,088.54	2,000.00	911.46	54.43%
535247 BLDG REPAIR & MAINT	250.45	1,500.00	1,249.55	16.70%
535297 REFUSE COLLECTION	4,304.48	800.00	(3,504.48)	538.06%
535347 BEVERAGE PURCHASES	16,895.69	15,000.00	(1,895.69)	112.64%
535355 PLUMBING & ELECTRICAL	7,000.00	4,500.00	(2,500.00)	155.56%
536533 EQUIPMENT RENT & LEASE	73,209.55	82,500.00	9,290.45	88.74%
571009 MIS PC GROUP ALLOCATION	1,354.87	1,478.00	123.13	91.67%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	2,917.75	3,183.00	265.25	91.67%
591519 OTHER INSURANCE	2,583.78	3,514.00	930.22	73.53%

Totals	580,659.41	558,606.00	(22,053.41)	103.95%
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Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
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#DIV/0!

#DIV/0!

Totals	-	-	-	#DIV/0!
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Total Business Unit	(28,477.85)	-	28,477.85
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Fair Park  
6906 Donations

Date Ran 12/22/2017  
Period 11  
Year 2017

Revenues

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
485106	FAIR EXPANSION DONATIONS	(3,550.00)	(2,375.21)	1,174.79	149.46%
<b>Totals</b>		<b>(3,550.00)</b>	<b>(2,375.21)</b>	<b>1,174.79</b>	<b>149.46%</b>

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
531314	SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
531349	OTHER OPERATING EXPENSES	1,350.00	-	(1,350.00)	#DIV/0!
594960	CAPITAL RESERVE	-	30,877.00	30,877.00	0.00%
<b>Totals</b>		<b>1,350.00</b>	<b>32,477.00</b>	<b>31,127.00</b>	<b>4.16%</b>

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					#DIV/0!
<b>Totals</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>#DIV/0!</b>
<b>Total Business Unit</b>		<b>(2,200.00)</b>	<b>30,101.79</b>	<b>32,301.79</b>	

# FAIR PARK SUPERVISOR'S REPORT

## January 4, 2018

- Greg Klug will be taking over the Flea Markets. Greg also runs the monthly Antique Auctions here.
- While at convention I found a company to buy the same bleachers at a much better price. We could save about \$3,000 and have the same quality bleacher

### IAFE Convention November 26 – 29, 2017

#### Sunday, November 26

8:00 am - Registration

#### **8:30 am – 10:30 am - It Never Gets Old...Event Management**

Understanding the events at your Fair both existing and new.

Minimum security and staffing?

Attendance Potential?

Gut feeling before signing

Profit/Loss> You try to make a \$1.55 for every \$1

Level of service needed and what we offer.

Level of trust. Hand them a key?

What each event needs and charge accordingly. Extra staff

Organization philosophy

Events are not all created equal

Parking lots are easiest to rent

Multiple events that do not conflict

Saying goodbye to an event and backlash

#### **10:45 am – 12:15 pm - The Nuts and Bolts of Advertising & Social Media**

2 years ago were advertising on TV and radio. Now different strategy 7 different areas to advertise

Pick target audience and deliver a message they will remember

Give them a reason to spend Money

Justify advertising methodology

Be creative. Relative and Distinct

One main message on bill board no clutter

You tube thought leader or animated ad

81% are now on Social Media 25 % in 2008

Promotional Event

#### **Lunch with Variety Attractions – Chris Hesse**

#### **1:45 pm – 3:15 pm - Succession Planning Now**

Key role on what everyone does

Log everything down and have contact sheets

Cross train as much as possible

#### **2:30 pm – 3:15 pm Round Table -Unique Events at Your Facility**

Fund raiser by using old wood from an old fair building to raise money for new

Much talk on RV Rally's

#### Monday, November 27

#### **7:30 am – 8:45 am - Zone Business Meeting**

#### **9:00 am -9:45 am Activism – Alive and Well in Your Community**

3 fairs talked on problems they had with Peta and Black Lives Matter

Be prepared, have an area available if they want to protest. Outside unless they pay and one area inside if they pay.

One fair locked the entrance gate they were protesting at, they moved and he opened it and closed the next gate

**10:15 am – 11:00 am – Round Table - Facility Cleaning Products**

Soft water cleaning machine for cleaning anything

Many Fairs use inmates

Non-profit groups for Grandstand

**Lunch**

**12:45 pm – 2:30 pm - General Sessions and keynote speaker - Mel Robbins**

Breaking bad habits, motivation to get things done and facing your fears by counting backwards. 5, 4, 3, 2, 1

**2:30 – 6:30 pm - Trade Show**

**Tuesday, November 28**

**8:00 am – 10:00 am - General Session and Keynote Speaker – Greg Peterson and Peterson Farms.**

3 teenage boys have produced videos on farming and its importance to the world

**10:30 am – 11:15 am - How can the Fair Compete for the Entertainment Dollar**

Goal is to break even with gate seating and food and beverage.

Live Nation Gaming Event, Drone Competition

Ticket packaging with sports team

**11:45 am – 12:30 pm - Negotiating for Success**

Who are your stakeholders

Be prepared and ask smart questions

Practical goals

1 phone call a week and get the appointment

Passion is the key and have a story to tell

What do they want as a sponsor

Customize program to their needs

Introduce price for the first time with goals that support their needs and give them good numbers

Negotiate at closing and do not cut yourself short. Maintain the process and integrity

Fulfillment – Complete recap of benefits

**Trade Show 1:30 pm – 5:00 pm**

**Wednesday, November 29**

**8:00 am – 10:00 am - General Session and Keynote Speaker – Amberly Snyder**

Professional

**10:30 am – 1:30 pm - Trade Show and meet with Mr. Ed's Carnival**

**2:00 pm – 2:45 pm - Is your Pricing Strategy Compatible with Your Desires**

Prospect Theory; Choose what they want to pay.

Know what you want it is hard to give back

Both sides need to win

**3:15 pm – 4:00 pm – Branding vs Marketing – Using who you are to Sell What You Are**

Brand is who you are – Marketing is how you build your brand

Branding is the perception a customer has of who you are

Marketing supports your tactical goal

90% of our decisions are made subconsciously

**5:00 pm – 7:00 pm Closing Ceremony and Awards**

# **Jefferson County Fair Park Committee Meeting**

## **Thursday, January 4, 2018**

### **Fair Office Report**

- Keeping website, JCFP TV ads, radio commercials and social media up-to-date with event information and Fair updates.
- Reconciling December Fair Park events and preparing 2018 event contracts and calendar.
- Fair Ticket special ran from Dec. 1 – Dec. 31. We sold Carnival wristbands and family 5 pack admission tickets. This was promoted with e-mail blasts, social media, and radio commercials on 104.5 WSLD.
- Working on Sponsorships, Community Relations and Advertising
- Entertainment
  - Contracts are in the works
  - Fair Main Stage Entertainment is being announced today (Jan. 4)! Tickets will go on sale Feb 1.
  - Other entertainment will be announced early spring
- Attending Fair Convention in the Dells Jan. 7 -11.