

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

Date: Thursday, April 11, 2024  
Time: 8:30 a.m.

Committee members: Poulson, Blane (Chair), Groose, Mark White, Brandon (Vice-Chair), Lindl, Roger, Drayna, Dave, Haferman, Jerry, Hall-Kind, Debra

1. Call to Order
2. Roll Call (establish a quorum)
3. Certification of Compliance with Open Meetings Law
4. Review of Agenda
5. Public Comment (Members of the public who wish to address the committee on specific agenda items must register at this time)
6. Approval of March 14, 2024 committee meeting minutes
7. Communications
8. Review of Community Feedback & Suggestions on Fair Operations
9. Report from Fair Advisory Board
10. Discussion on status of necessary Fair Week tasks
11. Discussion and possible action on area coordinator positions
12. Discussion and possible action on People Movers
13. Discussion and possible action on Fairest of the Fair contest and superintendent
14. Discussion on Fair Week
15. Review of Financial Report
16. Discussion and possible action on tentative future meeting schedule and agenda items
17. Adjourn

Next scheduled meetings to be held at the Fair Park Activity Center at 8:30 a.m.:

- May 9 or 16, 2024
- June 13, 2024

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.

Join Zoom Meeting

<https://us06web.zoom.us/j/87697754337?pwd=cnVKMzd0TkZFY3RPRHpxMW5kTGxVdz09>

Meeting ID: 876 9775 4337

Passcode: Meet2022

Dial by your location: 1 312 626 6799

**Jefferson County - Fair Park Committee**  
**Meeting Minutes**  
**Monday March 14, 2024**

1. **Call to order:**  
The meeting was called to order by Supervisor Poulson at 8:30 a.m.
2. **Roll call (establish a quorum):**  
Members Present: Blane Poulson, Mark Groose, Deb Hall-Kind, Roger Lindl, Dave Drayna  
Members Present on Zoom: Brandon White  
Members Absent: Jerry Haferman
3. **Certification of compliance with Open Meetings Law:**  
Administrator Wehmeier certified compliance with the Open Meetings Law.
4. **Review of Agenda**  
No changes.
5. **Public Comment:**  
No Public Comment
6. **Approval of February 8, 2024 Fair Park Committee minutes:**  
A motion was made to approve the February 8, 2024 meeting minutes, motion carried 6-0.
7. **Communications:**  
Letter from the public.
8. **Review of Community Feedback & Suggestion on Fair Operations:**  
Feedback given on sponsorship forms.
9. **Update on new Fair Park Staff:**  
Administrator Wehmeier gives update on staff.
10. **Report from Fair Advisory Board**  
Michael Luckey gives update to the committee.
11. **Overview of Fair Marketing Plan:**  
Abby Schopen gives update to committee.
12. **Discussion and possible action on Addendum to Official Entry Information:**  
Discussion and a motion was made to approve the Addendum to the Official Entry Information. Motion carried 6-0.
13. **Discussion and possible action on Poster Contest:**  
Discussion and a motion was made to approve the Poster Contest for the 2024 Jefferson County Fair. Motion carried 6-0.
14. **Discussion and possible action on Auction Rules:**  
Discussion and a motion was made to approve the 2024 Jefferson County Fair Park Auction Rules. Motion carried 5-1.
15. **Review of Financial Report:**  
No Report
16. **Discussion and possible action on tentative future meeting schedule and agenda items:**  
Confirmed future meeting times at the Fair Park Activity Center at 8:30 a.m.  
April 11, 2024  
May 16, 2024
17. **Adjournment:**  
A motion was made to adjourn at 10:22 a.m.

I may have missed the Public Comment section.....sorry it took me a bit to get logged into Zoom. LOL!

But here is what I was going to read to the committee!

If you could please pass this along.

Thank you!

**Kendra M. Benninger | Senior Commercial Credit Analyst**

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**From:** Kendra Benninger <[kbenninger@onecommunity.bank](mailto:kbenninger@onecommunity.bank)>

**Sent:** Thursday, March 14, 2024 2:19 AM

**To:** Kendra Benninger <[kbenninger@onecommunity.bank](mailto:kbenninger@onecommunity.bank)>

**Subject:** 2024 DRAFT animal auction & youth celebration

Good Morning!

My name is Kendra Benninger and I have two kids that will be participating in the Jefferson County Fair again this year, or that was our plan too anyways.

However, after reading through the DRAFT for the 2024 Animal Auction & Youth Celebration we are heavily considering not participating this year. I am wondering if you would consider reinstating the option for the 'participant pledge drive'. After reading the DRAFT I noticed that this was not an option this year so I reached out to Mikayla. She mentioned that the advisory board did not want to do the participant pledge this year and offered for me to come today for public comment.

I am asking for reconsideration and this is why.....

This would be my oldest child's fourth summer showing at Jefferson County and it is a great little fair that my family enjoys coming to each year. Our first summer here was a learning experience for sure, so we sided with selling two goats since goats were part of the small animal auction back then. Then the goats shifted to large animal the following year when Brian was here and my son couldn't decide what to sell that summer, so he opted not to sell an animal at Jefferson. We were not exactly sure what the whole pledge drive thing was either since it was new so we just chose to do nothing. So last year/summer, he chose to sell a sheep, which he was super excited about, however, we did ask for showing rights so he could show at State Fair. We even spoke to the buyer about it and everything was a go until it wasn't well after the fair was over. Long story short it was a nightmare and one frankly my kids don't want to go thru again either (or at least our son because our daughters buyer let her keep her lamb so that was a win). Anyways, of course, I know that my kids choose to ask for showing rights but why some may be asking.....well BECAUSE they LOVE to show their sheep and we travel A LOT during the spring and summer months and even into the fall, so yes it is our family's choice but one that we choose to do and we choose to do it as a family.

But after that dilemma last summer, the kids said they wanted to try the 'participant pledge drive' this summer and with much less headache. So the kids were looking forward to it. However, they were whole heartedly disappointed when they saw the DRAFT of the auction for this summer.

After reading the draft, I thought it must just be a misprint, because I remember sitting and watching the kids that took part in that pledge drive last summer and seeing all the smiles and their faces just light up with per joy with all the bidders that were supporting them; and there were only 5 kids. It was so awesome to see the bidders that were still in the arena and wanting to help those kids that were not offering an animal to sell. I just couldn't believe the support they got. It was quite exciting to see all the bids compared to the previous year that it was done when there were only 2 participants and fewer bids but last summer cards were flying all over the place. It was GREAT to see!!!! This 'participate pledge drive' is still new and growing. To go from 2 participants to 5 was nice to see, and I was anticipating seeing even more this summer as well.

So, my kids were definitely looking forward to having the chance to go that route this summer without the headache of asking for showing rights. So if you wouldn't mind, if you would kindly take the time to re-evaluate a GREAT thing that Jefferson County Fair has to offer to the youth, it would kindly and greatly be appreciated. It is something that we have never seen at any other county fair around! It is also a nice option for the bidders especially for ones that don't want to buy animals and they still feel they are able to support the local kids of Jefferson County without much being invested but still investing in the kids projects 😊

Thank you very much for taking your time to listen and I will secretly keep my fingers crossed that you change your minds. 😊 Have a great day!

**Kendra M. Benninger | Senior Commercial Credit Analyst**

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1. Items already determined with signed agreements/finalized.
  - a. Carnival
  - b. Beer/ Coors tent
    - i. Entertainment (Sunday still working on it)
  - c. Beer Contract signed by rotary
  - d. Demo derby (both days), truck pull, tractor pull
  - e. Entry book
  - f. Auction book
  - g. Superintendents
  - h. DNA contracts
  - i. Opportunities bulk printing
  - j. Livestock fair veterinarian
  
2. Items already determined but not yet signed/not yet finalized
  - a. Order beer
  - b. Horse pull (Saturday evening)
  - c. Rodeo (Friday)
  - d. Judge contracts (almost finished)
  - e. Entry System (almost finished) Apps go live 3/25
  - f. Just waiting for the Plein air
  - g. Marketing Plan
  - h. Fairest Plan ((waiting for new director to finalize/approve) Apps go live 3/25
  - i. Vendor application goes live March 25<sup>th</sup>
  - j. Gallitz track turnover – will finalize once we have the official timeline
  - k. Equine Fair Veterinarian
  - l. Additional Fair week staff/ volunteers
    - i. Can we ask Fair Parents who are here anyway to apply? \$15 per hour.
  
3. Items not yet determined but discussed
  - a. Tents (aside from coors/entertainment)
  - b. Layout (waiting for new director to finalize/approve)
  - c. Gates
  - d. Trailer Parking
  - e. Camping
  - f. Motorcycle parking
  - g. Handicap parking
  - h. Awards
  - i. Sponsorships (in the works- TBD new Director)
  - j. Daily Gravel Pad event/display
  
4. Items not yet determined and not yet discussed.
  - a. Police / security for fair JCEC
    - i. KMMR horse parking
    - ii. Golf carts. Need 15-20
    - iii. A Ranger or vehicle from local dealer/sponsor?