

Fair Park Committee Agenda

Jefferson County Fair Park

Activity Center

503 N. Jackson Avenue

Jefferson, WI 53549

Date: Thursday, November 13, 2025

Time: 8:30 am

Committee members: Curt Backlund, Mark Groose, Libby Hafften, Georgia McWilliam, Blane Poulson, Gary Skalitzky, Brandon White

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 October 9, 2025 committee meeting minutes
7. Communications
8. Update on the lighting upgrade grant
9. Discussion and possible action on the Animal Auction event & Dairy Youth Showcase at Fair
10. Discussion and action on Fair Board membership selection
11. Discussion of Fair Park operations and updates
12. Discussion of severe weather policy and emergency shelter plans
13. Discussion and possible action on property acquisition opportunities
14. Discussion and possible action on tentative future meeting schedule and agenda items
15. Adjourn

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

- December 11, 2025
- January 8, 2026
- February 12, 2026

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 accommodation 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.

PLEASE USE THE LINK BELOW TO JOIN THE MEETING VIRTUALLY

Microsoft Teams
[Join the meeting now](#)
Meeting ID: 227 136 846 874 4
Passcode: v6UR9eE6

Jefferson County Fair Park Committee

Meeting Minutes

Thursday, October 9, 2025

1. **Call to order:**

Chair Blane Poulson called the meeting to order at 8:30am.

2. **Roll call (establish a quorum):**

Members Present: Curt Backlund, Blane Poulson, Libby Hafften (via Teams), Mark Groose, Gary Skalitzky, Brandon White (via Teams)

Others Present: Becky Roberts, Abby Schopen, Michael Luckey, Danielle Thompson (via Teams) Sammy Garvey, Ryan Roecker

Not Present: Georgia McWilliam

3. **Certification of compliance with Open Meetings Law:**

Michael Luckey certified compliance with the Open Meetings Law.

4. **Review of Agenda:**

A motion made by Backlund, seconded by White to approve the agenda as presented. Motion carried.

5. **Public Comment:**

There was none.

6. **Approval of September 11, 2025, committee meeting minutes:**

A motion made by Skalitzky, seconded by Backlund to approve the minutes as presented. Motion carried.

7. **Communications:**

Roberts shared a letter from the Wisconsin Association of Fairs thanking the Fair staff for their participation and efforts. Roberts shared a radar report of the current H5N1 outbreak. Roberts shared that she received a "Service to Agriculture" award. Ryan Roecker, the new Communications and Marketing Coordinator for Jefferson County was introduced.

8. **Update and possible action on completion of the Goat & Sheep Barn Roofing improvements:**

Work has been completed. The new Goat Barn sign will be reinstalled next week.

9. **Update on the Fire Alarm system installation:**

Roberts reported that a new fire alarm system is scheduled for installation in November. Currently, only the Activity Center lobby and offices are equipped with an alarm system. The new installation will extend coverage to both the Activity Center and the West Building.

The main control panel will be located near the front entrance of the Activity Center, next to the lobby ATM. The existing system will remain active until the new system is fully operational. Current Electric will complete the installation, with permit paperwork to be submitted soon. Project completion is anticipated by the end of November.

10. **Update on lighting upgrade grant:**

Roberts reported that the WI RESP grant budget amendment was approved by the Finance Committee and will now go before the County Board. The grant, valued at \$125,000. Additionally, we will likely also qualify for additional energy rebates through Jefferson Utilities.

The project will cover the replacement of all 460 light fixtures and bulbs throughout the Fair Park with energy-efficient LED fixtures. Exterior lights may start yet before year-end with interior lighting replacements to happen by spring.

Luckey noted that the *Watertown Daily Times* published an article highlighting the grant and its positive impact.

11. Update and discussion on the adjustment to the Fair Board and next steps:

Roberts presented a packet containing information outlining the proposed new structure, along with an application and the operation categories. Discussion followed regarding compliance with Open Meetings Law, should additional committees be created in this process. The proposed structure will be presented to the County Board for approval next week.

12. Discussion and possible action on a policy for the new Fair & Fair Park Partners Sponsorship program:

Roberts presented a new tiered sponsorship plan designed separately for the Fair and the Fair Park, noting that each serves distinct functions and audiences. The Fair sponsorship program will remain under its current name, while the Fair Park program will be branded as "Park Partners."

A packet outlining the categories and tiers for both programs was distributed. Roberts will compile a list of recent sponsors, as well as a comprehensive list of Jefferson County businesses, to begin outreach efforts.

13. Discussion and possible action to purchase a stage:

Roberts reported that the Fair Park received information regarding the sale of a hydraulic stage. The matter was brought before the Jefferson County Finance Committee for consideration, per guidance from last month's meeting. Following review and discussion, the committee voted 3–2 against the purchase.

14. Discussion and possible action on the 2026 Fair Premium Book:

Sammy Garvey, Fair Coordinator, presented a draft copy of the 2026 Jefferson County Fair Premium Book. New for 2026 will be an Open Mechanical Science category, a resin & 3D sculpture category, and a stuffed animal & toys division for knitting and crocheting entries. A Quick Reference Guide will also be added for easier navigation. The Senior Division will be presented differently this year, as it has been incorporated into the Open Class. Garvey noted that Open Dairy and Junior Draft were successfully reintroduced in 2025 and will continue for 2026. Explanations of the judging systems and DATCP requirements will be included in the back of the book. A motion by Skalizky, seconded by Backlund, to approve the 2026 Fair Premium Book as presented. Motion carried.

15. Discussion and possible action on Animal Auction Event at Fair:

Roberts updated the group about ongoing discussions concerning the Dairy Pledge and Meat Animal Sale during Fair. Any changes or updates will be reported at the November meeting. There was also a discussion on how to better streamline the payment of auction checks post Fair.

16. Discussion of Fair Park and updates:

Winter storage is now closed for indoor and covered spaces; however, several outdoor uncovered spots remain available. Load-in will begin on October 30, and staff will start shutting down camping operations and turning off water that same week. The last day of camping will be October 26.

Roberts provided a recap of recent Fair Park events. September was a strong month, drawing approximately 24,000 attendees across multiple events, including the G-Days, Madison Classics Car Show, and the Wisconsin Sheep & Wool Festival. October also features several large events and is expected to be another busy month. A Preferred Vendor Program is currently in development to strengthen partnerships and streamline event planning. On the Fair planning side, there is one Fairest of the Fair applicant to date and a handful of community stage inquiries. The Fair theme has been selected, and planning efforts are actively underway.

17. Discussion of severe weather policy and emergency shelter plans:

This is in process and will remain on the agenda until completed.

18. Discussion and possible action on property acquisition opportunities:

The area north of Spangler Road is expected to see development in the near future. The space has been identified as a potential site for a new manufacturing entity.

19. Discussion and possible action no tentative future meeting schedule and agenda items

20. Adjournment:

Motion made by Backlund, seconded by White to adjourn. Motion carried. Meeting adjourned at 9:38am.

Respectfully submitted,
Abby Schopen
Fair Park Events Manager



JEFFERSON COUNTY FAIR

Fair Board Application Form

October 2025

Name: Kerry Furlong

Address: W4468 Hillview Lane

City/State/Zip: Jefferson WI 53549

Email: dunmovinggirls@gmail.com

Best Phone: 920-397-0129

Please share why you want to serve on the Jefferson County Fair Board *(share a little about your background and relevant experiences, along with your intent for volunteering with this group):*

I have been a Jefferson County resident and participant in the Jefferson County Fair, 4H, and FFA as a youth and continued by supporting as an adult volunteer during my family's participating years. My most recent activities were as a member of the meat animal project (sale) committee while it was part of the UWEX 4H system, advisor for swine project members, and general support of fair volunteers when additional help is needed. I have continued to support youth livestock projects as a sale buyer, sale general supporter, and swine awards at the fair.

The Jefferson County Fair has a strong tradition of supporting 4H and FFA youth and our communities. The fair has done a good job at engaging people beyond the exhibiting youth and their families and that work must continue for viability and sustained fairs of the future.

The fair has been a cornerstone of every 4H youth projects and showcase of completion from peer recognition to judging by experts in particular fields. It has stretched youth to be resilient, problem solving, creative, confident, and humble at times. Being a part of this journey is how the fair is of service to those youth and the growth of most participants can be observed through their successes as they participate in the fairs from 1st year to last years of youth organizations.

However, this alone will not be enough to sustain the fair for years to come as the number of youth participants continues to change due to competing pressures. The fair will need continued growth to attract participants and guests to our county. The determination of focus on agriculture and related fields may be one way to sustain/grow for the future. Jefferson County is a champion for agribusiness through the growth of food product companies added to those organizations supporting services for all types of ag products. Using the fair to remind people of commitment to agriculture will help identify Jefferson County as a place where people want to work and live.

It will be important that forward looking actions as taken within new few years to capitalize on Jefferson County growth.

Please share which Fair operations category you might have the most interest in serving.

- | | |
|--|---|
| ☐ Entertainment | ☐ Volunteers |
| ☒ Ag Education | ☐ Animal Auction & Youth Celebration Day |
| ☐ Concessions/Vendors | ☐ Parking, Trailers, Camping |
| ☐ Ticketing & Gates | ☐ Marketing |
| ☐ Fairest of the Fair | ☒ Community Contests/Promotions |
| ☒ Sponsorship | |

With certain exceptions, Fair Board meetings will likely be held at a regular time and place to allow for effective planning with your schedule. Which of the following times are you available? Please select ALL that apply.

Day of Week	Mornings (8a-Noon)	Afternoons (Noon-5p)	Evenings (5-9p)
Mondays	☒	☒	☒
Tuesdays	☒	☒	☒
Wednesdays	☒	☒	☒
Thursdays	☒	☒	☒
Fridays	☒	☒	☒

What additional information would you like to add?

Signature Kerry Furlong

Date 11-3-2025

Completed applications are due by October 31, 2025 and can be dropped off to the Fair Park office, or emailed to RRoberts@JeffersonCountyWI.gov.



JEFFERSON COUNTY FAIR

Fair Board Application Form

October 2025

Name: Matt Hanson

Address: W5973 County Road B

City/State/Zip: Jefferson, WI 53549

Email: matthanson@tds.net

Best Phone: 920.747.0995

Please share why you want to serve on the Jefferson County Fair Board (share a little about your background and relevant experiences, along with your intent for volunteering with this group):

I've worked for several years supporting the Jefferson County Fair. The past two years I have focused on the ticketing and admissions at the Gates. My goal has been to avoid backups at the gates, collect admissions quickly and welcome our guests so they can have a great experience.

Please share which Fair operations category you might have the most interest in serving.

- | | |
|---|---|
| ☐ Entertainment | ☐ Volunteers |
| ☐ Ag Education | ☐ Animal Auction & Youth Celebration Day |
| ☐ Concessions/Vendors | ☐ Parking, Trailers, Camping |
| ☒ Ticketing & Gates | ☐ Marketing |
| ☐ Fairest of the Fair | ☐ Community Contests/Promotions |
| ☐ Sponsorship | |

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Tuesdays	☒	☒	☒
Wednesdays	☐	☐	☒
Thursdays	☒	☒	☒
Fridays	☐	☒	☒

What additional information would you like to add?

Signature

Matt Hanson

Date

10/30/2025



Thank you for submitting application for the Fair Board, we will contact you if we have any questions

Fair Board Application

Date: 10/16/2025

Personal Information

First Name

Kassidy

Last Name

Hege

Email Address

Kbirkrem1112@gmail.com

Sign me up for email updates

No

Address Line 1

W8590 Blue Joint Rd

City

Waterloo

State

WI

Postal Code

53594

Phone Number

+19209885928

Please share why you want to serve on the

Jefferson County Fair Board

For those that know me they will tell you that fair time is like Christmas for me. I enjoyed

being an exhibitor of the Jefferson County

Fair as a child and for a few years I had the wonderful opportunity of helping to plan the

Jefferson County Fair. I want to be involved

in the fair board so that fair time can continue

to be an enjoyable experience for the youth

and adults of Jefferson County. I hope to

share my passion of the fair with those

around me!

Please share which Fair operations category

you might have the most interest in serving.

Ag Education, Ticketing & Gates,

Sponsorship, Animal Auction & Youth

Celebration Day, Parking, Trailers, Camping

What additional information would you like to

add?

I've enjoyed helping with all aspects of the

fair but I am much better with the animal

side.

Scheduling

Mondays

Evenings (5-9p)

Tuesdays

Evenings (5-9p)

Wednesdays

Evenings (5-9p)

Thursdays

Evenings (5-9p)

Fridays

Evenings (5-9p)

Yes



JEFFERSON COUNTY FAIR

Fair Board Application Form

October 2025

Name: Danielle Latsch

Address: 707 Browning Ave

City/State/Zip: Jefferson, WI 53549

Email: Chwala5214@gmail.com

Best Phone Click or tap here to enter text.: (920) 723-5214

Please share why you want to serve on the Jefferson County Fair Board (share a little about your background and relevant experiences, along with your intent for volunteering with this group):

I want to serve on the Fair board in the Fairest of the Fair position because I want to continue to grow our fairest program to its fullest potential. I have experience in Royalty programs so I know what is expected of a Fairest. I have served 3 years as a WI Hereford Princess and 1 year as WI Hereford Queen. I then was Jefferson County Fair Royalty for 1 year before serving as Jefferson County Fairest for 2 years. I will volunteer as much as my schedule allows during the year while also being available for the fairest all year (especially Fair).

Please share which Fair operations category you might have the most interest in serving.

- | | |
|---|---|
| ☐ Entertainment | ☐ Volunteers |
| ☐ Ag Education | ☐ Animal Auction & Youth Celebration Day |
| ☐ Concessions/Vendors | ☐ Parking, Trailers, Camping |
| ☐ Ticketing & Gates | ☐ Marketing |
| ☒ Fairest of the Fair | ☐ Community Contests/Promotions |
| ☐ Sponsorship | |

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Day of Week	Mornings (8a-Noon)	Afternoons (Noon-5p)	Evenings (5-9p)
Mondays	☐	☐	☒
Tuesdays	☐	☐	☒
Wednesdays	☐	☐	☒
Thursdays	☐	☐	☒
Fridays	☐	☐	☒

What additional information would you like to add?

Signature Danielle Latsch

Date 10/19/25

Completed applications are due by October 31, 2025 and can be dropped off to the Fair Park office, or emailed to RRoberts@JeffersonCountyWI.gov.



Thank you for submitting application for the Fair Board, we will contact you if we have any questions

Fair Board Application

Date: 10/16/2025

Personal Information

First Name

Melissa

Last Name

Martin

Email Address

melissa_martin242002@yahoo.com

Sign me up for email updates

Yes

Address Line 1

203A

City

Marshall

State

WI

Postal Code

53559

Phone Number

+19202535662

Please share why you want to serve on the

Jefferson County Fair Board

I would too be apart of the board because I

want to show that Girl Scouts can do

anything ffa and 4h kids can do.

Please share which Fair operations category

you might have the most interest in serving.

Entertainment, Fairest of the Fair

What additional information would you like to

add?

That fair is not just for the young it is a way to

bring child like feeling to kid in each adult.

Scheduling

Mondays

Afternoons (Noon-

5pm)

Tuesdays

Afternoons (Noon-

5pm)

Wednesdays

Afternoons (Noon-

5pm)

Thursdays

Afternoons (Noon-

5pm), Evenings (5-9p)

Yes



Thank you for submitting application for the Fair Board, we will contact you if we have any questions

Fair Board Application

Date: 10/27/2025

Personal Information

First Name

Emma

Last Name

Statz

Email Address

htstatz2772@gmail.com

Sign me up for email updates

No

Address Line 1

N3898 Paradise Road

City

Helenville

State

WI

Postal Code

53137

Phone Number

9209889344

Please share why you want to serve on the

Jefferson County Fair Board

Since I was knee high to a grasshopper I've lived on a farm and was apart 4H. I took

projects to fair, showed pigs, was apart of the

Meat Animal Project Committee in high

school. As I've gotten older, I've appreciated

the "character building" that all the 4H and

fair memories gave me. It's made me

motivated to want to give back and make

sure other kids have those opportunities.

Please share which Fair operations category

you might have the most interest in serving.

Ag Education, Animal Auction & Youth

Celebration Day

What additional information would you like to add?

I currently work at Aztalan Bio, coordinating logistics and I've had the opportunity to meet a lot of farmers and people I the community.

It's given me a lot ideas and insights that I

could bring to the board to help plan and

prepare for fair.

Scheduling

Mondays

Evenings (5-9p)

Tuesdays

Evenings (5-9p)

Wednesdays

Evenings (5-9p)

Thursdays

Evenings (5-9p)

Yes



Thank you for submitting application for the Fair Board, we will contact you if we have any questions

Fair Board Application

Date: 10/20/2025

Personal Information

First Name

Justin

Last Name

Thom

Email Address

rosewoodshowcattle@yahoo.com

Sign me up for email updates

No

Address Line 1

N954 Fremont Rd

City

Whitewater

State

WI

Postal Code

53190

Phone Number

262 490 1313

Please share why you want to serve on the

Jefferson County Fair Board

I have been part of the fair with livestock

since I started showing at 8 years old. I feel

that I can help assist with making our fair a

better experience for family and exhibitors in

many different way.

Please share which Fair operations category

you might have the most interest in serving.

Entertainment, Ag Education,

Concessions/Vendors, Animal Auction &

Youth Celebration Day

Scheduling

Mondays

Evenings (5-9p)

Tuesdays

Evenings (5-9p)

Wednesdays

Evenings (5-9p)

Thursdays

Evenings (5-9p)

Fridays

Evenings (5-9p)

Yes