

Fair Park Committee Agenda

Jefferson County Fair Park

Activity Center

503 N. Jackson Avenue
Jefferson, WI 53549

Date: Thursday, August 13, 2026

Time: 8:30 am

Committee members: 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) Welcome to new committee member filling the at-large vacancy
- 5) Review of Agenda
- 6) Public Comment *(Members of the public who wish to address the committee on specific agenda items must register at this time)*
- 7) Approval of June 11, 2026 committee meeting minutes
- 8) Communications
- 9) Discussion of Fair exhibitor residency policy
- 10) Discussion of Fair Operations and results
 - a) General logistics review
 - b) Highlights from recent de-briefing meetings
 - c) Digital marketing results and data
- 11) Discussion and possible action on future national act entertainment at the Fair
- 12) Discussion of Fair Park Operations and updates
- 13) Discussion and scheduling of Master Plan project kick-off
- 14) Monthly Financial Review – June YTD 2026 results
- 15) Old Business
 - a) Status Report on the Interior LED Lighting Project
 - b) Discussion on property acquisition opportunities
- 16) New Business
- 17) Discussion and possible action on tentative future meeting schedule and agenda items
- 18) Adjourn

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

- September 10
- October
- November

PLEASE USE THE LINK BELOW TO JOIN THE MEETING VIRTUALLY

Microsoft Teams meeting

Join: <https://teams.microsoft.com/meet/296277109561883?p=Yv1VRmn7Qxzzc9f49q>

Meeting ID: 296 277 109 561 883

Passcode: 6dx7tn3R

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.

Jefferson County Fair Park Committee

Meeting Minutes
Thursday, June 11, 2026

1. **Call to order:**

Libby Hafften called the meeting to order at 8:30am.

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

Members Present: Libby Hafften, Gary Skalitzky, Brandon White, Blane Poulson, Georgia McWilliam, Mark Goose

Others Present: Becky Roberts, Michael Luckey, Neil Matthes

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

Becky Roberts certified compliance with the Open Meetings Law.

4. **Review of Agenda:**

A motion was made by Poulson, seconded by Goose to approve the agenda as presented. Motion carried.

5. **Public Comment:**

Goose shared concern about using the Fair Park as a shelter location with American Red Cross. After some decision about the specific logistics there was no further discussion.

Goose wanted to know what the AED protocol is to ensure proper use and supervision of the equipment. Roberts talked about the internal procedures and the efforts of the Director of Facilities, John Fox, and his team to update them to ensure compliance and working condition.

6. **Approval of May 21, 2026, committee meeting minutes:**

A motion made by Poulson, seconded by McWilliam to approve the minutes as presented. Motion carried.

7. **Communications:**

Roberts share an email she sent to the Fair Board with regards to an exhibitor family that was banned from a different county fair in 2025. The policy regarding this was enacted and conversation held with a representative family member to discuss further. There is no action to take at this time, and the youth are permitted to exhibit at the 2026 Jefferson County Fair.

8. **Discussion on filling vacant At-Large position on the committee:**

Hafften reported that there are two candidates for the at-large position that is available. A recommendation will come forward in July.

9. **Discussion of Fair operations and updates:**

Roberts offered several updates about the fair to detail some of the marketing efforts as well as Fair events that start happening in June (June 22 – Dog Judging). In Fair logistics Roberts has met with Sheriff & JCEC to fine tune scheduling. We are seeing more volunteer groups coming forward to assist at the Gates. New events this year include a Cornhole Tournament hosted by AztalanBio, Queen City Stunt Circus, Stand-up Comedy in the Grandstand, and the Sunday Bingo Bash. The team is in the throes of all details at this point and are doing well to manage the specifics.

10. **Discussion and possible action of the Fair Exhibitor policy enforcement recommendation**

No discussion or action needed at this time.

11. **Discussion of Fair Park Operations and updates:**

Roberts provided an update on current facilities issues including hot water heater in the Agri-Business building, Gate 4 EFIS pulling away from wall, and the updates made to the conference room. Camping season is going well and is in full swing. A new event – Gypsy Horse Show will be coming to our location at the end of the month. JCFP proudly supported Breakfast on the Farm with ticket support, rental of tables and chairs, and served as its box office location. Roberts shared a Pace Report out of the event software that demonstrates a comparison of pace – where we were at on the same day last year. This allows for the metric of numbers to indicate momentum, traffic, rental

activity, etc. A review of this report was provided, calling out specific numbers to watch. This report will be regularly provided going forward.

12. Discussion of Master Plan project kick-off efforts:

Roberts met with Johnson Consulting to engage in the initial discovery phase for the Master Plan. A brief introductory meeting was held to ensure their participation and exposure to the Fair in 2026 could be scheduled. That has moved forward and next will be to schedule an on-site bank of days to perform site analysis, meet with staff, review data, etc. Dates are expected to work around State Fair to ensure participation by key fair families. Roberts will share dates and agendas once more information is finalized.

13. Monthly Financial Review – April 2026:

Roberts presented a financial review for April, along with a YTD snapshot. Nothing new to report, as April was a fairly quiet month.

14. Old Business:

The LED lighting project is fully installed. Last project of this effort is to re-zone the Activity Center lights and to install them with dimming capabilities. We anticipate that to be completed by the end of August. There is no further conversation regarding property acquisition at this time.

15. New Business

Roberts asked the Committee to pencil in Tuesday, August 25 for the Fair Appreciation Event. Details TBA.

16. Discussion and possible action to tentative future meeting schedule and agenda items:

Roberts explained that a meeting notice will be made for 8 am each morning of the Fair (July 8-12). This creates a posted opportunity for us to meet should the need arise, or a matter needs immediate attention from this group. Committee members should generally plan to meet if warranted but will ONLY meet if a phone call/text is received from Becky prior to the next scheduled meeting.

17. Adjournment:

Motion made by Poulson, seconded by Skaltizky to adjourn. Motion carried. Meeting adjourned at 9:42am.

Respectfully submitted,
Becky Roberts
Director, JCFP