

Fair Board

AGENDA

Videoconference or
Jefferson County Fair Park – Activity Center
503 N. Jackson Ave Jefferson, WI 53549

Tuesday, October 6, 2026
7:00 p.m.

Fair Board Members

Kylene Anderson, Lindsay Baneck, Joy Brattlie, Kerry Furlong, Robert Ganzow, Brad Gefvert, Angie Greving, Matt Hanson, Kassidy Hege, Danielle Latsch, Ryan Isaacsen, Heather Reu, Emma Statz, Justin Thom

- 1) Call to Order
- 2) Roll Call
- 3) Certification of compliance to Open Meetings
- 4) Review and approve minutes of August 17, 2026 meeting
- 5) Public Comment
- 6) Organizational Reports
 - a) Ag Education – Baneck
 - b) Animal Auction – TBD
 - c) Concessions/Vendors – Thom
 - d) Entertainment – Ganzow
 - e) Ticketing & Gates – Hanson
 - f) Fairest of the Fair – Latsch
 - g) Sponsorship – Furlong
 - h) Marketing – Roberts
 - i) Parking/Trailers – TBD
 - j) Other – Roberts/Garvey
- 7) Review and possible approval of amendments to club membership residency requirement policy
- 8) Review and possible approval of policy adjustments to age of youth auction participants
- 9) Review and possible approval of the addition of a point card for Auction participants
- 10) Review and possible approval an amendment to existing rule for exhibitor show availability conflict
- 11) Review and possible approve of Exhibitor Conduct rule
- 12) Review and possible approval of the Fair Formal Protest process
- 13) Review and recommendation/approval of Fair Board member interest applications
- 14) Updates from Fair Park Committee – Roberts
- 15) New Business
- 16) Next Meeting
- 17) Adjourn

Microsoft Teams meeting

Join: <https://teams.microsoft.com/meet/283843628729284?p=pMXe948alfQg3PCT07>

Meeting ID: 283 843 628 729 284

Passcode: k7k6bk2Z

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 the meeting should contact the County Administrator 24 hours prior to the meeting/visit at 920-674-7101 so appropriate arrangements can be made.

Fair Board

MINUTES

Monday, August 17, 2026

6:00 p.m.

1) **Call to Order**

Gefvert called the meeting to order at 6:13 p.m.

2) **Roll Call**

Present: Zimmerman, Furlong, Ganzow, Isaacsen, Baneck, Brattlie, Greving, Statz, Reu, Pellmann, Hanson, Latsch, Brandel, Hege, Anderson

Online: Thom

Also Present: Ed Bielinski, Becky Roberts, Sammy Garvey

3) **Certification of Compliance with Open Meetings Law**

The meeting was certified to be in compliance with Open Meetings Law.

4) **Approval of Minutes – May 11, 2026**

Motion by Greving, second by Pellmann, to approve the minutes of the May 11, 2026 meeting. Motion carried.

5) **Public Comment(s)**

- a) Ed Bielinski shared concerns regarding youth who age out of other county fairs but attend Jefferson County Fair solely for the auction. He noted that other counties use grade-based eligibility and proposed restricting auction participation for exhibitors who have not shown at the Jefferson County Fair for the past two years. Discussion followed on policies at other fairs and potential impacts on exhibitors.
- b) Gefvert reported from feedback received at Fair, mentioning positive feedback on goat tack tent space and new barn lighting. He noted widespread desire for additional barn fans, improvements to barn speaker systems, and installation of barn cameras. He recommended show-day signage created by youth clubs and inquired about themed drinks, though Pepsi sponsorship complicates this.
- c) Brattlie raised concerns about the current rule preventing exhibitors from showing if they cannot be present on show day. She recommended a more flexible, circumstantial approach. Brandel suggested developing an alternate lead form, to be submitted at least 24 hours prior to the show for board approval. Extending show schedules to reduce conflicts was discussed.

6) **General Fair De-Brief**

Garvey provided an overview of Fair metrics including Sensory Friendly Day, entry statistics, and Food Pantry Day donations which totaled 380 pounds.

7) **Organizational Reports**

- a) **Ag Education** – Baneck reported that Mark Goose donated a tractor for the week which was very popular. The Farm Bureau is creating a homemade version of agri-golf, to be used for the 2027 Fair.
- b) **Animal Auction** – Pellmann recapped the auction, siting 298 new buyers registered the day of the auction, lunch serving 458 individuals, and \$10,000 was received in sponsorship. The gross auction total reached \$523,827 including grants, poultry, and dairy; \$467,304.94 will go to exhibitors after deducting the floored price and the 2.5% commission. For comparison, 2025 totals were under \$480,000 gross. Feedback included improving teardown assignments, repositioning the bid writer table, and maintaining Hall of Fame recognition before the sale.
- c) **Concessions/Vendors** – Thom reviewed vendor spacing at fair, noting some vendor concerns including complaints from vendors on their placement. Roberts reported the EXPO Building was very successful, benefitting from Wisconsin Harley-Davidson and daily EXPO games. She also noted that some food vendors closed early, which negatively affected the Fair's appearance in the evening.
- d) **Entertainment** – Ganzow reported that entertainment this fair went well, and the plan is to continue with tribute bands as headliners. Roberts noted that carnival and beer sales were down this year, and the crowd for the different music acts was mixed. Youth/Family entertainment including the line dance, Elvis tribute, and various acts on the WSLD Community Stage was well received. The rodeo and motorsports were both well attended, though the conflicted scheduling was a pinch point for some fairgoers. There was discussion on how to better utilize the grandstand daily, including the pros and cons of music in that area.

- e) **Ticketing & Gates** — Hanson noted that additional signage is needed at Gate 1 due to GPS routing, and radios malfunctioning causing some problems with gate staff. Handicap parking was useful, but more was needed at Gate 4. Board members commended gate staff for being friendly and knowledgeable, and Hanson is hoping that this year's data will help to refine and invite back the capable volunteers that were at the 2026 fair.
 - f) **Fairest of the Fair** — Latsch, and other board members, commented on Megan Doherty's professional, friendly, and above and beyond work at the 2026 Fair. The new event, Teas & Tiaras, saw 20 pre-registered participants, with 5 additional youth attending the day of the event, and was fun for all involved. Fairest applications are now open until December 21st, and the public is encouraged to create nominations for candidates through December 1st.
 - g) **Sponsorship** — Furlong reported that sponsorship totals increased significantly from 2025 to 2026, with funds nearly doubling for 2026. Roberts reported that Fair staff were prioritizing the sponsor benefits tracking and recognition for 2026, in the hopes to streamline those efforts for 2027.
 - h) **Marketing** — Roberts reported that social media engagement reached 4 million users from June through Fair. It was found that Spanish-language advertising was highly effective, and English-only website content at times presented barriers. Yard signs were again a positive addition, and the board commented that incorporating the theme would be welcome. Reu suggested increasing theme integration across the Fair, including club-created themed projects.
 - i) **Parking/Trailers** — Hege reported that bringing back first-come, first-served trailer parking worked well. There was discussion regarding the use of a "sick trailer" and moving trailers that aren't used to the South end of the West line. It was also noted that the use of handicap parking at Gate 10 was well received, and vehicle traffic in the park was a smaller issue this year.
- 8) **Other** — discussion was held regarding the following topics:
- There was a problem with motorized scooters and carts in the park without permission, despite police intervention. More specific rules will be put in place as a result
 - Porta-potties, golf carts, and tent layouts performed well; Hege suggested adding a tent at trolley stops.
 - Attendance increased 2% from 2025 to 2026. Sunday attendance decreased, likely due to losing LaMovida.
 - Roberts noted that securing national acts is challenging due to high financial risk and infrastructure limitations. She encouraged exploring family-friendly Friday and Saturday entertainment.
 - Discussion followed on DJ enhancements, adjusting stunt circus placement, and revenue opportunities.
- 9) **Updates from Fair Park Committee** — Roberts shared that a youth club impacted by the residency policy approached Fair staff, and possible amendments are being considered. She reported on other topics covered including the discussion of property acquisition, master plan project kickoff, lighting project status report, and recap of Fair Operations.
- 10) **Review of Fair Board Member Terms:** Seven members are up for renewal: Brandel, Doherty, Ganzow, Gefvert, Isaacsen, Pellmann, and Zimmerman. These members were asked to contact Roberts directly to reapply or defer to new applicants. Availability of applications for Fair Board will be promoted through social and on the Fair website, with submittals to come to Fair Board for consideration at the October meeting.
- 11) **New Business**
- Weeknight scheduling of Fair Board meetings is under review. Hege suggested an additional meeting in June.
 - An inquiry was made regarding the possibility of holding an "All for One" inclusive show during the Fair. Roberts and Garvey will be following up.
- 12) **Next Meeting**
Tuesday, October 6, 2026, at 7:00 p.m.
- 13) **Adjourn**
Motion by Pellmann, second by Isaacsen, to adjourn. Meeting adjourned at 8:45 p.m.



Thank you for submitting an application for the Fair Board. By receiving this message, please know that we have received your application. We will contact you if we have any questions. All applicants will hear from us by the end of October for results.

Fair Board Application 2026

Date: 08/28/2026

Personal Information

First Name

Heath

Last Name

Schluter

Email Address

Schluter32@yahoo.com

Sign me up for email updates

Yes

Address Line 1

W3628 Hwy b

City

Johnson creek

State

WI

Postal Code

53038

Phone Number

9202854209

Please share why you want to serve on the

Jefferson County Fair Board

To help improve the county fair.

Please share which Fair operations category

you might have the most interest in serving.

Entertainment, Ag Education, Sponsorship,

Animal Auction & Youth Celebration Day

Scheduling

Please indicate if you

are/are not available

for "after hours"

meetings (6-8 pm)

I'm available



Thank you for submitting an application for the Fair Board. By receiving this message, please know that we have received your application. We will contact you if we have any questions. All applicants will hear from us by the end of October for results.

Fair Board Application 2026

Date: 08/28/2026

Personal Information

First Name

Zac

Last Name

Pernat

Email Address

pernatdiesel@gmail.com

Sign me up for email updates

Yes

Address Line 1

N6575 Switzke Rd

City

Watertown

State

WI

Postal Code

53094

Phone Number

9209885348

Please share why you want to serve on the

Jefferson County Fair Board

To help improve the fair and experience.

Please share which Fair operations category

you might have the most interest in serving.

Entertainment, Ag Education, Sponsorship,

Animal Auction & Youth Celebration Day

Scheduling

Please indicate if you

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I'm available



Thank you for submitting an application for the Fair Board. By receiving this message, please know that we have received your application. We will contact you if we have any questions. All applicants will hear from us by the end of October for results.

Fair Board Application 2026

Date: 09/19/2026

Personal Information

First Name

Taylor

Last Name

Chwala

Email Address

chwala7603@gmail.com

Sign me up for email updates

No

Address Line 1

703 W Madison St

City

Jefferson

State

WI

Postal Code

53549

Phone Number

927237603

Please share why you want to serve on the

Jefferson County Fair Board

I am interested in serving on the fair board to

give back to the fair and make it as

memorable as it was for me for future

generations to come. I was previously on the

MAP committee when it was through the

extension office.

Scheduling

Please indicate if you

are/are not available

for "after hours"

meetings (6-8 pm)

I'm available

Please share which Fair operations category

you might have the most interest in serving.

Animal Auction & Youth Celebration Day,

Parking, Trailers, Camping

Please share what ideas and/or skills you

would bring to the Fair Board to enhance Fair

Operations:

I have experience with putting on the sale

when I was showing at the fair and would like

to see the fair and sale continue to grow.



Thank you for submitting an application for the Fair Board. By receiving this message, please know that we have received your application. We will contact you if we have any questions. All applicants will hear from us by the end of October for results.

Fair Board Application 2026

Date: 09/20/2026

Personal Information

First Name

Stacey

Last Name

Fehly

Email Address

mrsfehly@gmail.com

Sign me up for email updates

No

Address Line 1

N1777 S Main St

City

Fort Atkinson

State

WI

Postal Code

53538

Phone Number

9207231020

Please share why you want to serve on the Jefferson County Fair Board

I have been attending the fair for quite a few years, starting as a vendor and now as a parent of a 4Her. I have seen the size and attendance of the fair decrease, and I'd like to help bring it back. I am PTSA president for the school I am employed at. I am the unofficial fundraising coordinator for the Fort Atkinson Equestrian Team. My daughter has at least 5 more years of showing at the fair.

Please share which Fair operations category you might have the most interest in serving.
Entertainment, Ag Education

Please share what ideas and/or skills you would bring to the Fair Board to enhance Fair Operations:

I would love to help figure out how we get more people in attendance. When attending the sheep and wool festival last week, the fair park was PACKED with both vendors and shoppers. I hear lots of feedback about the fair, and I'd like to be able to put that to use.

What additional information would you like to add?

Thanks!

Scheduling

Please indicate if you are/are not available for "after hours" meetings (6-8 pm)
I'm available

Jefferson, WI 53549

Jefferson County Fair Board Application Evaluation Rubric

Applicant: _____ Reviewer: _____

Motivation & Commitment to the Fair

For Question 1: A genuine desire to serve, understanding of the Fair's role in the community, and a commitment to volunteering and supporting the Fair.

Comments:

Points: _____ out of 15 points

Background & Relevant Experience

For Question 1: Experience that could contribute to Fair Board responsibilities, including agriculture, events, business, education, nonprofit/community organizations, leadership, volunteering, or other relevant areas.

Comments:

Points: _____ out of 10 points

Skills, Ideas, & Vision for Improving Operations

For Question 2: Practical ideas, creativity, problem-solving ability, and skills that could improve the Fair's operations, programs, attendance, financial sustainability, or overall experience.

Comments:

Points: _____ out of 10 points

Alignment with Fair Operation Needs

For Question 2: How well the applicant's ideas and skills align with one or more Fair operations categories (Ag Education, Marketing, Auction, Sponsorship, etc)

Comments:

Points: _____ out of 10 points

Overall Impression

How well the applicant's interests, experience, and skills align with one or more Fair operations categories.

Comments:

Points: _____ out of 5 points

Final Score: _____ / 50 points

Recommendations for consideration at the October Fair Board Meeting:

Residency Policy Update

2026 Rule:

General Fair Rule: Youth organizations approved for participation in the Jefferson County Fair must have at least 50% of their members residing in Jefferson County or an adjacent county (Dodge, Dane, Rock, Walworth, or Waukesha).

- Exemptions: school-affiliated organizations, statewide organizations (breed associations), and youth in dual household
- Intent: To protect Jefferson County's auction integrity and state aid premium funding, it is recommended that junior exhibitors participating in the Jefferson County Fair reside in Jefferson County or an adjacent county. This reduces the risk of animals being sold at multiple county fairs and helps manage the financial responsibility placed on Jefferson County taxpayers.
- Helpful info: In 2026, junior projects earned \$13,876.75 total in premiums, with \$9,066.50 covered by state aid and \$4,810.25 picked up by Jefferson.

Proposed 2027 Rules:

General Fair Rule: Youth organizations approved for participation in the Jefferson County Fair must be based in Jefferson County or an adjacent county. The residency of individual members will not be considered when determining an organization's eligibility.

Auction Only Rule: To participate in the Jefferson County Fair Animal Auction, the exhibitor must reside in Jefferson County or an adjacent county (Rock, Walworth, Waukesha, Dodge, or Dane). Exhibitors who meet one of the designated exemption criteria are not required to meet this requirement.

a. Exemptions:

- i. Exhibitors who are members in good standing of an approved FFA chapter or WI Breed Association are exempt from the residency requirement.
- ii. Exhibitors who reside in a dual-household, with at least one primary residence located in Jefferson County or an adjacent county (Rock, Walworth, Waukesha, Dodge, or Dane), are exempt from the residency requirement.

Intent behind the change: To support and encourage youth participation in agricultural and educational programs within Jefferson County and its surrounding areas, while maintaining the integrity and fairness of the Jefferson County Fair Animal Auction.

Auction Rule Addition: Last Year Exhibitors

1. Exhibitors aged 19 as of January 1st that are participating in the auction must have shown an animal or exhibit in the Jefferson Fair at least 1 year prior to participating in the Auction.
 - a. Intent: To uphold the integrity of the animal auction and ensure a fair, efficient experience for exhibitors and buyers. This requirement helps prioritize long-term Jefferson County exhibitors who have consistently invested in and contributed to the Jefferson Fair. It also prevents the auction from becoming unnecessarily lengthy and ensures that participation is reserved for those with an established history at the fair, rather than individuals seeking an additional year of eligibility after aging out of their home county fairs.

Auction Rules: Any other Changes

1. Exhibitors participating in the auction must complete and submit a point card along with their YQCA and W-9.
 - a. Intent: Challenge exhibitors to participate in community and education agricultural events, take the initiative to improve our sale, and learn something new before participating in the animal auction each year

Exhibitors that Cannot Show

2026 Rule:

(Animal Exhibits) Must be shown by the exhibitor unless special permission is granted by Fair Management because of a medical condition or conflicting JCF Junior division shows.

2027 Rule:

(Animal Exhibits) Must be shown by the exhibitor unless the exhibitor communicates to Fair Management documentation regarding a medical condition, conflicting JCF show, family emergency, or participation in an approved leadership role. In all other situations, exhibitors may submit an appeal form to Fair Management which will be reviewed by a panel composed of Fair Board members.

- **Intent**: Allow exhibitors with legitimate reasons to be excused from showing without negatively affecting their sale eligibility or attendance. It also provides a fair and consistent process for exhibitors with other circumstances by allowing them to submit an appeal, ensuring the Fair Board can review, approve, or deny requests rather than automatically rejecting them.