

**Jefferson County Fair Park  
January 15, 2015 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, January 15 at 2:00 p.m. in the Activity Center Conference Room. Present were: (Fair Committee) Al Counsel, Jennifer Hanneman, Blane Poulson, Matt Foelker, Russell Kutz, Jim Schroeder, County Administrator Ben Wehmeier, Fair Park Director David Diestler, Blair Ward, Marketing/Administrative Assistants Amy Listle and Leslie Pelikan.

Let the record show that a quorum is present, meeting duly noted and the door open.

**Public Comment & Correspondence:** None.

**Communications:** None.

**Review of Agenda**

**Minutes:** A motion was made by Matt Foelker to accept the minutes of the December 4 meeting as presented, seconded by Jennifer Hanneman. Motion carried.

**Financial Report:** David Diestler discussed the overall expenses of Fair Park. Expenses listed in membership will be more this year due to an added PollStar membership, which is a tool to utilize for entertainment booking. Also temporary wages were \$14,000 over budget, and Diestler will investigate the cause for the overage.

**Resolution – Exclusive Fair Park signage agreement:** The Marketing Partnership Agreement with Ott Schweitzer Distributing, Inc. was reviewed. The agreement was the same as it has been for the past three years, with only clerical edits. The contract has been a mutually beneficial partnership for both parties. Matt Foelker motioned to approve the marketing partnership agreement with Ott Schweitzer Distributing. Jennifer Hanneman seconded. Motion was passed unanimously.

**Discussion and possible action on Marketing Partnerships for 2015-2017:** None.

**Discussion and possible action on Fair 2015:** No action necessary. Fair Park staff announced the 2015 theme for fair as “Year of the Cheese”. David Diestler had a radio spot on WSLD to announce the theme. There was also a discussion on changing the time of the meat goat show during fair. It was recommended that staff survey key people involved with the goat show and make a decision based on feedback.

**Discussion and possible action on Fair Park business:** None.

**Director’s Report:** David Diestler announced Thunder Tix as the new ticketing company for Fair Park. Additionally, staff will investigate other venues, like Bands in Town, for ticket sales.

**Supervisor’s Report:** None.

**Fair Office Report:** Amy Listle reported that fair staff attended the Wisconsin Association of Fairs conference to network, learn about best practices and attend the trade show. Additionally, there was a discussion on an inquiry about allowing beef cattle with horns at the fair. It was decided that this would be an item for review at the next meeting.

**Next Meeting:** The next meeting was set for February 5, 2015 at 8:00 a.m. in the conference room of the Activity Center.

With no further business, Russel Kutz made a motion to adjourn the meeting. Matt Foelker seconded. Motion carried. Meeting adjourned at 3:00 p.m.