

Jefferson County Fair Park November 2, 2017 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, November 2nd at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Jennifer Hanneman, Russell Kutz, Matthew Foelker, Ron Buchanan by phone, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt. Debra Hall-Kind and Kathy Steindorf were not in attendance.

A quorum of the Jefferson County Fair Park Committee was present, meeting duly noted and the door open.

Review and Approve Agenda

Minutes: A motion was made to accept the minutes of the October 5, 2017 meeting as presented and seconded. Motion carried.

Communications: A letter from an individual unhappy with the food service provided at the Sheep and Wool Festival, a thank you card from Jewelynn G. for letting her show her sheep at the fair and an acknowledgement from the Waterman Family for the card sent by the Fair Park.

Public Comment: None

Review of Community Feedback and suggestions on Fair Operations: None

Discussion on how to improve and increase non-fair events: Roger Kylmanen stated that we have acquired the Midwest Yoga and Kirtan Festival for 2018.

Discussion and possible action on Marketing Partnerships and Sponsorships: Amy Listle presented drafts of the RFPs being put out for expiring category-specific sponsors.

Review of Madison Classics contract: Roger Kylmanen recapped what is being paid by Madison Classics each year and what is expected of the Fair Park. It was decided to keep the contract as is.

Financial Report: Review of September 2017 financials.

Review of proposed 2018 Budget: No discussion needed.

Supervisor's Report: Roger Kylmanen recapped the Harry Potter Festival. A new event, the Midwest Yoga and Kirtan Festival, will be held at the Fair Park in September of 2018. The 4-H Horse & Pony has approved funds to replace the north sliding door with an overhead door with closer on the north end of the indoor arena at a cost of \$3,396. The Watertown Pigeon Club is having a show the Saturday after Thanksgiving. The poultry superintendent will be having a pet swap in the west building in conjunction with the pigeon show. Monies raised will go towards the purchase of a new poultry scale for Fair. Roger stated that there are not as many big events occurring so staff will be using up vacation and comp time before the end of the year.

Office Report: Amy Listle stated she had attended the International Entertainment Buyers Association conference in Nashville, TN on October 15-17. Discussion was had as to what she learned at the convention along with whether the Fair Park should continue to use a talent agent to make offers for entertainment.

Discussion and possible action on future meeting schedule and agenda items: Additional agenda items are: 2018 Fair entertainment (closed session) and possible contract for M.A.P.

Next Meeting: The next regular meeting is set for December 7, 2017, at 8:00 a.m. in the conference room of the Activity Center.

With no further business, Jennifer Hanneman made a motion to adjourn the meeting. Matt Foelker seconded. Motion carried. Meeting adjourned at 9:15 a.m.