

Jefferson County Fair Park March 1, 2018 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, March 1st at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Jennifer Hanneman, Russell Kutz, , Ron Buchanan , Debra Hall-Kind, Kathy Steindorf (by phone), Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt and County Administrator Ben Wehmeier. Matthew Foelker was 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 February 1, 2018 meeting as presented and seconded. Motion carried.

Communications: Two thank you cards and an email from Mark Schoenike expressing his concerns about the decision to have a terminal swine show.

Public Comment: None

Review of Community Feedback and suggestions on Fair Operations: None

Discussion and possible action on 2018 Fair Exhibitor Rule Book: The committee reviewed additional changes to the rule book. A motion was made by Debra Hall-Kind to accept the rule book as amended. This was seconded by Ron Buchanan and passed unanimously.

Discussion on how to improve and increase non-fair events: The Fair Park has had inquiries as to whether the activity center could be rented for memorial services. There was a discussion and it was decided that this type of event would be allowed to rent the activity center.

Discussion and possible action on Marketing Partnerships and Sponsorships: There is a continued effort to retain current sponsors and to obtain new ones.

Financial Report: None.

Supervisor's Report: Roger Kylmanen stated that there will be a memorial bench in memory of John Jaeckel. The cost of the bench for the fair park is \$53.44. Roger suggested reviewing the purchasing ordinance. Ben Wehmeier stated this was being worked on by the finance committee. There will be a 2nd meeting between Roger and the Gemuetlichkeit group this week. Discussion may be had as to the available beer and the possibility of lowering the beer sales percentage. Tomorrow's Hope will be leaving the fair park and moving downtown.

Office Report: February Fair Park events have been. Amy informed the committee that the fair park will partner with Knapton Knotes for the Jr. Amateur Talent Contest. Mikayla will lead this event again and has already begun to promote it. Work continues on the following: Advertising; Sponsorships; Entertainment Contracts; Car Wrap Design; Sho Works Entry program; Saffire Tix and Vendor Contracts.

Discussion and possible action on future meeting schedule and agenda items: None

Next Meeting: The next regular meeting is set for May 5, 2018, 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. Ron Buchanan seconded. Motion carried. Meeting adjourned at 9:04 a.m.