

## **Jefferson County Fair Park June 7, 2018 | Meeting Minutes**

The Jefferson County Fair Park committee met on Thursday, June 7th at 8:31 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Brandon White, Conor Nelan, Peter Hartz, 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. Alyssa Spaanem was not present.

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 May 3, 2018 meeting as presented and seconded. Motion carried.

**Communications:** Letters from Compeer Financial and the Humane Society of Jefferson County.

**Public Comment:** None

**Overview of Open Meetings Law:** Ben Wehmeier reviewed the open meetings laws and rules covering walking quorums and group emails.

**Discussion and possible action on committee member shirt order for fair week:** Amy Listle inquired as to what committee members would like shirts with the fair park logo on them for fair week. It was decided that these shirts would be charged to the budget line item of "other operating expense" and the cost would be roughly \$150.

**Discussion and possible action on Strategic Plan:** Blane Poulson explained the Strategic Plan information that was given. It was decided that this would be an agenda item in either August or September.

**Review of Community Feedback & Suggestions on Fair Operations:** None.

**Discussion on how to improve and increase non-fair events:** Roger Kylmanen stated that there was an inquiry as to holding a latin concert at the fair park. No further information at this time. The topic of the 115<sup>th</sup> Harley Davidson celebration was brought up. There is no update on this at this time. It was suggested to reach out to HD Only in Lake Mills to inquire as to whether they would be willing to let their patrons know that camping is available at the fair park.

**Discussion and possible action on Marketing Partnerships and Sponsorships:** Amy Listle updated the committee as to who was contacted and who still needs to be and presented the different sponsorships tiers that have been developed.

**Financial Report:** Review of March 2018 and April 2018 financials.

**Supervisor's Report:** Roger Kylmanen gave an update as to the progress on the updates to the wash rack and swine barn. Trenching was done to lay pipes to run the fiber optic lines through. There are 5 returning grounds staff, 2 new hires and 2 more to be hired. Also hired was Tyler Hoffmann as a summer staff. There was a transformer hit the weekend of May 19, 2018. It has been repaired and upgraded from 50 kva to 100 kva. Over 40 Jefferson High school students came to do community service work on June 1. Roger Kylmanen has been getting quotes for blacktop and resurfacing to be done after fair. The handicap lot will be striped for fair. Roger reviewed a list of projects that are being worked on by his grounds crew.

**Office Report:** May Fair Park events have been reconciled. Junior Fair entries are in. Open class entries are due June 15. The fair office sent a mailing to all past open/senior exhibitors to encourage them to sign up for the fair. The final fair sign-up presentation was held on May 17th. Family 5-packs will be on sale now until July 10<sup>th</sup> or when sold out. There is an intern from Maranatha Baptist University that is spending time at the fair park. His time is being shared with other county departments. Vendor contracts are available and vendor payments have been coming in. Yard signs and brochures are in and available for distribution. Work continues on the following: Advertising; Sponsorships.

**Discussion and possible action on future meeting schedule and agenda items:** Agenda item-possible vendor parking lot

**Next Meeting:** The next committee meeting will be held July 5, 2018. Meetings will be held at 2:00 p.m. outside the main gate off of Puerner Street each day of the fair when needed.

With no further business, Peter Hartz made a motion to adjourn the meeting. Conor Nelan seconded. Motion carried. Meeting adjourned at 9:43 a.m.