

JEFFERSON COUNTY FAIR PARK

NOVEMBER 5, 2015 MEETING MINUTES

The Jefferson County Fair Park Committee met on Thursday, November 5, 2015 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Al Counsel, Matt Foelker, Jennifer Hanneman, Russell Kutz and Blane Poulson. Also present was Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, and County Administrator Ben Wehmeier.

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

Review and Approval of Agenda

Minutes: Motion by Russell Kutz to accept the minutes of the October 1, 2015 meeting as presented, Second by Al Counsel. Motion Carried.

Communications: None

Public Comment: Mr. Ed Bielinski discussed the issue of having a terminal or non-terminal swine show during the 2016 Fair. He informed the committee that people were wondering what type of show we were going to have this year. Many of the 4-H exhibitors who show guilt swine would prefer to keep their swine, after the fair, for breeding stock, show at the State Fair, or some prefer to use different butcher houses than what the fair currently uses. Mr. Bielinski would like an answer in the near future so the 4-H exhibitors can start buying their animals.

Discussion and action on sponsorship contract: PremierBank sponsorship was discussed and approval for final sponsorship amount was moved by Matt Foelker and seconded by Al Counsel. Motion Carried 5-yes 0-No.

Director's Report: David Diestler reported on filling several staff positions including – Marketing/ Administrative Specialist, 1,000 hour worker and caretakers. Fair Park has switched entertainment talent agencies and is now using Klein's Entertainment. Several entertainment events have already been booked for next year's fair. Three Fair Park event contracts will be coming up for renewal this next year and will need to be reviewed by Corporate Counsel. Winter storage is almost completed. St. Colletta will not be renting the MAP building; they are building their own garage. We are in the process of reviewing the stall fees we charge exhibitors during the fair. Our current fees don't even cover the cost of the shavings.

Fair Park Supervisor's Report: Power washed barns and blew out water lines for winter. Rented MAP and warm up building to Marina for boat storage.

Office Report: Kathy Hart and Michelle Rue-Miller are filling-in for office staff until Amy returns from maternity leave and we fill an open position. They are working on daily updates and completing 2016 contracts.

Jefferson County
Fair Park Totals

Date Ran 11/23/2015
Period October
Year 2015

83%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(519,631.09)	(635,353.00)	(115,721.91)	81.79%
	Expenditures	579,682.89	754,601.75	174,918.86	76.82%
	Other Sources	-	-	-	0.00%
Total		60,051.80	119,248.75	59,196.95	50.36%
6902 Fair Week	Revenue	(497,599.50)	(576,925.00)	(79,325.50)	86.25%
	Expenditures	541,085.65	576,925.00	35,839.35	93.79%
	Other Sources	-	-	-	0.00%
Total		43,486.15	-	(43,486.15)	0.00%
Total All Business Units	Revenue	(1,017,230.59)	(1,212,278.00)	(195,047.41)	83.91%
	Expenditures	1,120,768.54	1,331,526.75	210,758.21	84.17%
	Other Source	-	-	-	0
Grand Total Fair Park		103,537.95	119,248.75	15,710.80	86.83%

Fair Park Director's Report – December 3, 2015

1. Staff –
 - a. Hired Renee Busshardt for the Marketing /Administrative II position
 - i. She worked for the Clerk of Courts
 - ii. Education and experience in accounting
 - iii. Willing to learn the Marketing side
 - b. Need to hire new 1,000 worker by end of February
 - c. Temporary Help – Still have Michelle Rue & Kathy Hart helping out

2. Fair Entertainment
 - a. Made offer on Frankie Ballard for Friday, July 8th
 - b. Attempted to make offers on Dustin Lynch & Randy Houser
 - i. Dustin is on tour and not available our dates
 - ii. Randy Houser was picked up by Summerfest
 - c. We tried going after:
 - i. A Thousand Horses
 - ii. Kelsea Ballerini
 - iii. CAM
 - iv. Elle King
 - v. STYX and REO
 - vi. Ted Nugent
 - vii. Pat Bennater
 - viii. One Republic
 - ix. Theory of a Deadman
 - x. Maddie & Tae
 - xi. Dan + Shay
 - xii. Old Dominion
 - xiii. Chris Janson
 - xiv. Kacey Musgraves
 - xv. X Ambassadors
 - xvi. Andy Grammer
 - xvii. Gavin DeGraw
 - xviii. LoCash
 - xix. Looked at others
 - d. We might look at combining one of the unknowns with Frankie Ballard, depending on cost and routing
 - e. Gathering information on Big League Bull Riding for Saturday, July 9th
 - i. Cost about \$14,000 – 16,000
 - ii. Includes 24-30 bulls bucked
 - iii. Show might include barrel racing – depending if our track soil can accommodate and support the barrel horses
 - iv. Mutton Busting – Kids get timed on how long they can ride a sheep – Another option to add to the show
 - v. Show lasts a little over 2 hours

3. Office
 - a. Michelle – Still updating 2016 Event contracts
 - b. Working with Kathy Hart to streamline and set up monthly reconciliation tests to balance daily cash inflow with end of month deposits and finance department's monthly

revenue statements. We have different procedures for cash inflow through the mail, online, over the phone, and over the counter.

- c. Renew multi-year Contracts -- Car Show, Gemuetlichkeit, Wisconservation
4. RFP – Kitchen, Website Design, and UTV's.
5. Expo Center
 - a. Working w/Genevieve on developing an RFP for a feasibility Study
6. Winter Storage
 - a. Almost finished – very few spots still open
7. POS System – Office & Kitchen
 - a. Still researching
 - b. Important part of the cash inflow
 - i. Produces receipts for over the counter transactions
 - ii. Help speed up transaction time – especially during fair
8. 4-H Swine Meeting – Terminal or non-terminal show
 - a. December 10th -- 6:30 PM at the Fair Park Activity Center
 - b. Sending out a survey ahead of time
 - c. 4-H contact list supplied by UW-Extension

FAIR PARK SUPERVISORS REPORT

December 3, 2015

- Worked with Duck Creek Engineering (Neil Mathes) to lay new underground electric wire to Goat and Sheep Barn. Replacing old overhead with underground wire before ground freezes. In spring we will put in new service in both barns. Both barns have old dangerous services that need updating.
- Gallitz Grading will be installing 2 new storm drains at northwest corner of Hog barn and southwest corner of Indoor Arena. The hog barn area gets a lot of water and so does the area off the indoor arena and the old French drains were always backing up. The pipe connecting the 2 drains is an old concrete pipe that was partial plugged. The rest of the piping is 12" and it drains well to the newer storm drains. We also connected the downspout from Activity Center roof into that drain. The labor for the 2 storm drains and connecting the 2 will be part of Gallitz's sponsorship and we will pay for the material.
- Storage filled and we have some room left for our 2 stages to store inside.
- The county supplied us with 2 new fire proof cabinets for fuel cans and aerosol's, and a containment pan for our oil.
- We are now getting our first aid supplies from Cintas. We are also getting a new AED for the Activity Center and in the summer another AED out in the barns from Cintas and they will check them monthly.