

Jefferson County Fair Park  
June 16, 2011

The Jefferson County Fair Park Committee met on Thursday, June 16, 2010 at 4:00 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Mike Burow, Greg Torres, Vic Imrie Jr.; Fair Park Director Paul Novitzke, Sponsorship Ashli Tucker, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow; John Molinaro and Jan Roou.

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

**Public Comment & Correspondence:** No public comment – written correspondence included thank you cards, entertainment guides, correspondence from MATC-Fort Atkinson and the City of Jefferson regarding Wind Turbine, to share information with other county committees.

**Agenda:** The agenda is OK as printed.

**Minutes:** Vic Imrie, Jr. moved to accept the minutes as printed. Greg Torres seconded. Motion carried.

**Jefferson County Fair Updates:**

- Milk Parlor Update – looking at other options, mandatory meeting on June 23 for all Dairy exhibitors
- Ag Adventure Tent – garden plot doing great, will allow kids to harvest veggies, ride on pedal tractors, corn box, Corn information and will be run by two High School students.
- Sponsorship close and have added the Sponsor Products building sales and a VIP tent for sponsors
- Sponsor Food Building – shared menu and looking for some more help in building
- Advertising/Promotion – full push on radio, Pepsi trucks, Miller promo, Pepsi promo, Cousin's Sub, Monster Truck rides (behind grandstand) Premier Bank, 4-H Club promo
- Fair entry summary
- Soda – set minimum selling price during Fair: A motion was made by Greg Torres, seconded by Mike Burow to set the minimum pricing for selling Soda during Fair at \$2.00 for a 20 oz bottle and \$1.50 for 20 oz bottle of water. Motion carried.
- Beverage Sales – Auditors approved of the current procedures used by the Fair. Beer tickets will be sold this year at \$20 for 6 tickets and \$10 for 3 tickets
- Ticket Gates Update – The West Gate will be a pre-paid only gate – no money will be handled there

**Director's Report:** Blacktopping & Resealing done and check out Vendor Village with the new blacktop and electrical box

**Operations Report:** Have been preparing for the fair outside and inside buildings

**Next Meeting:** The Committee will meet at 1:00 p.m. during Fair Wednesday – Sunday. Next regularly scheduled meeting will be Thursday, July 21 at 4:00 p.m.

Being no further business, Vic Imrie, Jr. moved to adjourn the meeting seconded by Greg Torres. Meeting adjourned at 4:50 p.m.