

Jefferson County Fair Park
November 17, 2011

The Jefferson County Fair Park Committee met on Thursday, November 17, 2011 at 4 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Blane Poulson, Greg Torres, Mike Burow, Vic Imrie Jr.; Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow; County Board Chair John Molinaro, Administrator Gary Petre, Amy Kramer and Jan Rouu. Let the record show that a quorum is present – no one absent, meeting duly noted and the door open.

Public Comment: no one present

Agenda: OK as presented

Minutes: Mike Burow made a motion to accept the minutes with spelling correction for October 20. Greg Torres seconded. Motion carried.

Communications: nothing received

Budget 2012: Nothing to add

Sponsorship: One copy was given to the committee members to review for Fort Healthcare for \$12,000 per year for three years. A motion was made by Mike Burow to accept the sponsorship contract as presented. Blane Poulson seconded the motion. Motion carried.

One copy was given to the committee members to review for Ott Schweitzer for \$25,000 per year for three years, this is a \$2,000 per year increase over the last term. A motion was made by Mike Burow to accept the sponsorship contract as presented. Blane Poulson seconded the motion. Motion carried.

One copy was given to the committee members to review for WSLD radio. This is a total trade contract for three years, 75% towards Fair and 25% Snocross. A motion was made by Mike Burow to accept the sponsorship contract as presented. Greg Torres seconded the motion. Motion carried.

One copy was given to the committee members to review for Premier Bank at \$11,000 (2012) \$12,100 (2013) and \$13,220 (2014). A motion was made by Mike Burow to accept the sponsorship contract as presented. Greg Torres seconded the motion. Motion carried.

2011 Fair: There are a couple of sponsorship dollars still due. Paul shared the report from the DATCP for the review done at our Fair by Bob Williams, LTE, Fair liaison.

2012 Fair: Paul is working on entertainment. January 4, 2012 we will release the name of the Country act and the free standing entertainment.

Weapons: Magnetic signage is being used on the building as needed by the events.

Wind Turbine Update: Wind data will be collected for one year by MATC students.

Fair Park Director's Report:

- a) Robs Performance is in again for SnoCross. The race will be on Saturday, January 28th with no concert. We will have a snow machine to make snow. The track will be covered with plastic first to keep the debris off.
- b) Marketing – Sponsorship: Ashli will not be returning next year. The ad for the position is running locally with the start date of January 3, 2012.

Thanks to her for her hard work the last two years.

Fair Park Operations Report:

- a) Winter Storage – looking almost full
- b) Beef Expo – looking at different locations – working on dates
- c) Fair Books – are currently being up dated by Gail

Future Agenda Items: 2011 & 2012 County Fair

Next meeting will be December 15, 2011 at 4:00 p.m. in the Conference Room of the Activity Center. Wisconsin Association of Fairs convention will be held January 8th – 11th in Wisconsin Dells at Chula Vista.

Being no further business, Greg Torres made a motion to adjourn the meeting. Vic Imrie, Jr. seconded. Meeting adjourned at 4:42 p.m.