

Jefferson County Fair Park
February 2, 2012

The Jefferson County Fair Park Committee met on Thursday, February 2, 2012 at 8:30 a.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Mike Burow, Vic Imrie Jr. and Lloyd Zastrow; Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Sponsorship/Advertising Assistant Heather Meunier, Secretary Gail Zastrow; Administrator Gary Petre, County Board Chair John Molinaro and Watertown Daily Times Steve Sharp. Let the record show that a quorum is present – one absent, meeting duly noted and the door open.

Public Comment: no one present

Agenda: OK as presented

Minutes: Vic Imrie, Jr. made a motion to accept the minutes for January 19, 2012. Mike Burow seconded. Motion carried.

Communications: Awards received from IAFE included a second place from the John Deere “Ag Program for Non-Ag Public”, second place on the Billboards, second for “Korny” advertising wrap and an honorable mention for a photo of young lady napping with her cow. Jefferson County Fair also won two first place awards at the Wisconsin Association of Fairs convention with the poster and the truck wrap. This was the second year in a row for these two awards.

2011 Fair-Financial: A handout was given to everyone laying out the deficit. For 6901 the shortfall was caused by a worker’s compensation, SnoCross 2011 band revenue loss and the costs of the year end employee pay out for a leaving employee.

2012 Fair: Adding a couple of bands on the side stages, demo derby start time, reserve seat tickets go on sale February 18th at 8:00 a.m., vendor contracts going out this week – layout similar to last year

SnoCross Recap: All the bills aren’t in yet, but have estimates. Some of the income is still due us. The profit is looking around \$3,000. It was a great event for local restaurants and motels. Several racers stayed overnight and raced both days.

Fair Park Director’s Report: Working with Heather to get her up to speed, looking to increase our picnics during Fair, and working on advertising budget for 2012. Paul met with the County Economic Development Committee about the Jem Grant. The Fair Park is the driving force with tourism development for the county and the city. In September and October of the year, the calendar does a shift and we will have to adjust the calendar of events.

Fair Park Operations Report: Roger sent out an RFP for the office remodel. They are due back February 10th. Roger made several trips to the government surplus and purchases wire, two gators with them throwing in the third for parts, and several other items.

Future Agenda Items: 2012 County Fair

Next meeting: March 1st at 8:30 a.m. in the Activity Center Conference Room.

Being no further business, Vic Imrie, Jr. made a motion to adjourn the meeting. Lloyd Zastrow seconded. Meeting adjourned at 9:08 a.m.