

Jefferson County Fair Park
January 8, 2009

The Jefferson County Fair Park Committee met on Thursday, January 8, 2009 at 4 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Amy Kramer, Mike Burow, Scott Seefledt, Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow; Administrator Gary Petre; County Board Chair Sharon Schmeling; Neil Matthes, Mike Weber, Jefferson County Sheriff's Department; Chief Bleecker and Mike Drew, City of Jefferson Policy Department.

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

Review Agenda: Leave as presented.

Minutes: Amy made a motion to accept the minutes with correction. Scott seconded. Motion carried.

Marketing Partnership: Premier Bank marketing proposal was tabled at County Board. Amy made a motion to approve the agreement subject to County Board decision subject to the ticket use on Wednesday and Thursday. Mike seconded. Motion carried.

New Event: Bonnie Olson of WJJO met with Paul and presented a potential event at the Fair Park for "Band Camp". Currently this event is held at the Alliant Center in Madison. They are looking to hold the event at our facility because we have more room. This would be held on Sunday, August 2 from 10a – 9p. No overnight camping and have 15-18 national bands. They won't be using any buildings. Parking will be the North & West Parking lots. Attendance could be over 10,000 people.

There would be alcohol served, with the stage area divided into non-alcohol and alcohol. Non-Profit organizations would sell food & beer and do the clean-up. Grandstand would be non-alcohol. They have their own T-shirt security; they put up temporary 8' chain link fencing.

City and County law enforcement both have concerns. They will do additional research and we will revisit in February.

Fair: This item will remain on the agenda monthly.

Director's Report: Paul reported on updates with sponsors and entertainment. Press Releases will begin January 19th and continue often. Keep our name in the paper with updates and reminders to increase interest in the Fair.

Operation's Report: Roger updated events and improvements.

Potential Future Meeting Agenda Items: Continue to have Financial Comparison, "Band Camp" event and Fair.

Next Meeting: Wisconsin Association of Fairs convention January 11 – 14 and regular monthly meeting will be February 19th at 4:00 p.m.

Being no further business to be brought before the committee, Amy made a motion to adjourn the meeting at 5:05 p.m. Scott seconded. Motion carried.