

Jefferson County Fair Park
December 15, 2011

The Jefferson County Fair Park Committee met on Thursday, December 15, 2011 at 4 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Blane Poulson, Mike Burow, Vic Imrie Jr. and Lloyd Zastrow; Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow; Administrator Gary Petre, and Jan Rouu. Let the record show that a quorum is present – no one absent, meeting duly noted and the door open.

Election of Secretary: A motion was made by Blane Poulson to nominate Lloyd Zastrow as Secretary for the Fair Board Committee. Mike Burow seconded the motion. No further nominations. Motion carried.

Public Comment: no one present

Agenda: OK as presented

Minutes: Blane Poulson made a motion to accept the minutes for November 17. Vic Imrie, Jr. seconded. Motion carried.

Communications: nothing received

2011 Fair – Financial: Paul will have more final results in January. There are a couple of things coming in yet.

2012 Fair: The theme has been set and the logo is up and being used. We have confirmed the rock act for Saturday. We are still working on the Kids' Stage. We will announce our entertainment on January 4th and reserved seats will go on sale February 18th.

2012 Fair – Pricing: a) Commercial Building \$275 and sold out in 2011. Vic Imrie, Jr. made a motion to leave the pricing for the Commercial Building at \$275 for 2012 Fair. Mike Burow seconded. Motion carried. b) Open Space pricing range from \$20 to \$33 depending on location. Vic Imrie Jr. made a motion to leave the pricing for Open Space as is was for 2011 for the 2012 Fair. Mike Burow seconded. Motion carried.

Fair Park Director's Report:

- a) IAFE – Las Vegas: We won three national awards, 2 seconds – one for the billboards and the second for “Korny” and a Merit Award for a picture of a girl sleeping with her cow. Paul attended meetings with agents, round tables on growing attendance, several others and moderated one on sponsorship.
- b) Marketing Assistant – Received 70 applications, did 6 interviews and are down to 2 finalists. Monday is final interview.
- c) Sno-X: Will be held January 28th. We have a snow machine. Lost Generac as a sponsor, but looking for others. There won't be a concert this year at night
- d) Wisconsin Association of Fairs Convention: We will be going to Chula Vista for convention January 8 – 11. We have a great Fairest of the Fairs contestant. The banquet is Wednesday night as the State Fairest of the Fairs is crowned.

Fair Park Operations Report: Handed out report

Future Agenda Items: 2011 County Fair Financial & 2012 County Fair

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Next meeting will be January 19, 2012 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, Blane Poulson made a motion to adjourn the meeting. Mike Burow seconded.
Meeting adjourned at 4:31 p.m.