

Jefferson County Fair Park
March 9, 2011

The Jefferson County Fair Park Committee met on Wednesday, March 9, 2011 at 4 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Greg Torres, Vic Imrie, Jr., Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow, Ashli Tucker, Sponsorship/Sales; and Administrator Gary Petre; Terri Palm, Jan Roou, Amy Kramer, Amy Rinard and Ryan Whisner.

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

Public Comment & Correspondence: No public comment or correspondence

Review Agenda: Leave as presented

Minutes: Greg Torres made a motion to accept the minutes of the February 17 meeting. Vic Imrie, Jr. seconded. Motion carried.

Fair Park Director Position: Currently the position is on hold. *(Please fill in how you want it stated)*

2011 County Fair Updates: Bret Michaels reserved seats are almost sold out on line. This new systems is working great. Sawyer Brown is at about 50%. Budget looks good for Reserved Seats. Food vendor area is full. Billboards locations have been selected. Radio advertising ads began early to promote reserve seats in February. Yard signs are ordered.

Working with sponsors and should have one more finalized by weeks' end. All of the 4-H Entry forms are ready for the meeting with the Leaders Board next Thursday. Gail will hand out the forms and review the process with the leaders.

All bands are booked and Disney Radio has been booked for Wednesday.

The City of Jefferson is considering having the Fair do their fireworks. They will be donated by the City. It will go to the City Council next week for approval. A few questions remain to still consider; Rain Date and reducing the "Big Bang" display to avoid scaring animals.

The Carnival is all set for 2011. We will have to negotiate a new contract beginning in 2012.

Pepsi Sponsorship Extension: The process is to bring the extension to the Fair Park Committee first and then proceed to the County Board for approval because this does affect other Departments. The proposal is for a 3 year extension at \$11,000 per year and \$3 per case. An incentive was given to us to increase by 500 cases and increase by \$1 per case. This could increase our sponsorship by \$3,600. *(Should we mention anything about Coke and trying to conform).*

A motion was made by Vic Imrie, Jr. to extend the Pepsi Contract for three years. Greg Torres seconded the motion. Motion carried unanimously.

Budget Repair Bill Impact: For the Fair Park Department, the impact would be a 10% reduction in Fair Aid totaling approximately \$670.00 for 2011.

Next Meeting: April 21, 2011 at 4:00 p.m. in the Activity Center Conference Room

Future Agenda Items: Fair 2011, 4-H Fund Raising UW-Extension – Gail Roberts

Being no further business, Vic Imrie, Jr. made a motion to adjourn the meeting. Greg Torres seconded. Motion carried. Meeting adjourned at 4:35 p.m.