

**Fair Park
Committee Members:**

Ron Buchanan, Chair

Blane Poulson, Vice Chair

Matthew Foelker, Secretary

Gregory Torres

Paul Babcock

**FAIR PARK COMMITTEE
MEETING AGENDA**

November 7, 2013

8:00 a.m.

**Jefferson County Fair Park
Activity Center – Conference Room
503 N. Jackson Avenue
Jefferson, WI 53549**

1. Call to Order
2. Roll call (establish a quorum)
3. Certification of compliance with Open Meetings Law Requirements
4. Public Comment
5. Review agenda
6. Approve Minutes of October 3rd Meeting
7. Communications
8. Discussion on progress with Horse Trail access for Jefferson County with Supervisor Tietz
9. Discussion and possible action on revised Job Descriptions for Administrative Secretary and Administrative Assistant
10. 2013 Financial Status Report
11. Fair Park Director's Report
12. Fair Park Supervisor's Report
13. Fair Office Report
14. Set next meeting date December 5th and Potential Future Meeting Agenda Items
15. Adjourn

The Committee may discuss and/or take action on any item specially listed on the agenda.

Individuals requiring special accommodations for attendance at the meeting should contact the County Administrator 24 hours prior to the meeting at 920/674-7101 so appropriate arrangements can be made

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Jefferson County Fair Park
October 3, 2013

The Jefferson County Fair Park committee met on Thursday October 3, 2013 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Blane Poulson, Matt Foelker, Gregory Torres, Director David Diestler, Supervisor Roger Kylmanen, Secretary Gail Zastrow, Administrative Assistant Amy Cielinski, County Board Chairman John Molinaro, and Administrator Ben Wehmeier. Paul Babcock was excused.

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

Public Comment & Correspondence: None

Agenda: The agenda is OK as presented

Minutes: A motion was made by Blane Poulson to accept the minutes as presented, seconded by Matt Foelker. Motion carried.

Present and Approve Bids:

- **RV Drain Bids** – 3 bids. Matt Foelker made a motion to accept bid from A&S Plumbing. Greg Torres seconded. Motion carried.
- **Furnace for Activity Center Bids**- 8 bids. Blane Poulson made a motion to accept Lake Country Heating & Cooling bid with upgrade. Greg Torres seconded. Motion carried.
- **Concrete Bids**- 2 bids. Matt Foelker made a motion to accept Lyons Concrete Bid. Blane Poulson seconded. Motion carried.

2013 Financials: Reviewed with explanations of status.

Director's Report: Reviewed report

Supervisor's Report: Reviewed report

Fair Office Report: Reviewed report

Next Meeting: The next regularly scheduled meeting will be Thursday November 7th at 8:00 a.m. in the Conference Room of the Activity Center. Agenda Items: Horse Trail progress with Supervisor Tietz and Parks Director Joe Nehmer and Updated Job Descriptions for Administrative Secretary and Administrative Assistant.

Being no further business, Matt Foelker made a motion to adjourn the meeting. Greg Torres seconded. Motion carried. Meeting adjourned at 8:37 a.m.

Jefferson County
Fair Park Totals

Date Ran 10/21/2013
Period September
Year 2013

#10

75.00%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(356,624.08)	(461,800.00)	(105,175.92)	77.22%
	Expenditures	517,628.01	719,107.66	201,479.65	71.98%
	Other Sources	-	-	-	0.00%
Total		161,003.93	257,307.66	96,303.73	62.57%
6902 Fair Week	Revenue	(619,195.09)	(596,200.00)	22,995.09	103.86%
	Expenditures	549,822.31	587,737.84	37,915.53	93.55%
	Other Sources	-	-	-	0.00%
Total		(69,372.78)	(8,462.16)	60,910.62	819.80%
Total All Business Units	Revenue	(975,819.17)	(1,058,000.00)	(82,180.83)	92.23%
	Expenditures	1,067,450.32	1,306,845.50	239,395.18	81.68%
	Other Source	-	-	-	0
Grand Total Fair Park		91,631.15	248,845.50	157,214.35	36.82%

Fair Park Director's Report – November 2013

- Attended IEBA (International Entertainment Buyers Association) convention – Nashville, TN
- a. Entertainment industry changing – Casinos buying up middle talent – Attracting 40 – 65 year olds
 - b. Meeting with Variety Attractions – George, Todd and Forrest
 - a. On Grounds Entertainment
 - b. Rock Entertainment
 - c. Research – # of tickets sold, type of venue, price of ticket, etc.
 - c. Meridian Entertainment Group – Kevin Meyer
 - a. Entertainment Research
 - b. Advertising – 3 weeks before event
 - d. Ticket Master – On-line ticket sales
 - e. Houston Rodeo –
 - a. Advertising trends – 55% -Conventional Media/ 45% -Social Media. Only 4% newspaper.
 - b. Want Artists that are committed to their “Own” social media
 - c. Social Station hub – sign up – Chance to win a mini ipad.
 - d. Best sellers to reach people – Website & email
 - f. Safety & Emergency Planning
 - g. Aloompa – Fair Apps
 - h. Visited – other arenas – Gordyville, Cloverdale, Tennessee Coliseum, IL State Fairgrounds.
2. Attending a Consumer Protection Program Training -- presented by IAFE -- November 9 – Wausau, WI
3. Entertainment for next year's fair
- a. Waiting for clearance from Twin Lakes Show
 - b. Talked with Variety Attractions
4. Fair Park transition – Working with Ben
5. Credit card processing – working with Ben
- a. Gate 4 (Main gate during fair) to provide credit card processing
 - b. Currently have the capability through Netwurx to process CC at gate
 - c. Roland is concerned about security
6. Fiber Optic – working with Roland to hookup fiber optic in Activity Center
- a. Trying to get installed this fall, if not next spring.
 - b. Running to North Gate is not an option at this time

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Fair Park Supervisors Report November 7, 2013

- I had 4 Parks Department staff help set another 39 stalls in the Cleary Building. We set up a total of 241 stalls for the WIHA State Horse Show.
- We still do not have any Huber workers and do not know if we will be getting any in the future. I have been helping with cleaning restrooms, taking stalls down and working weekends. Gail and Amy sweep and vacuum. Travis is also getting more overtime. We will need to have a plan for the winter snow removal and next year.
- Monday after the show we immediately started blowing out water lines. I showed Travis where all the lines were and how we do it.
- All stalls were taken down and barns cleaned for storage. Horse Barn is full and we will be filling all the barns that we can and have a waiting list if we still have room
- The concrete on north side of Activity Center should be completed this week (weather permitting).
- New furnaces will be started soon.
- We are now trying to also use up any comp or vacation time before the end of the year. Nothing can be carried over.

Jefferson County Fair Park Committee Meeting Thursday, November 7, 2013

Fair Office Report

- Superintendent applications have been received and acceptance/non acceptance letters have been sent. We have been working with UW-Extension 4-H agent, Sarah Torbert with finalizing the selection so we don't have conflicts between Superintendents and Key Project Leaders.
- Entries have been sent in for the Wisconsin Association of Fairs convention.
- Winter Storage has been coming in since Friday, October 25th. Amy is doing payments, deposits and keeping the list updated. We have a long waiting list. If someone cancels, we add the next person. We will have an updated revenue total at the meeting. We are over \$10,000 so far.
- Saturday, October 26th we had a meeting with our Fairest, Willow Hombsch, judges Staci and Trent, Amy, previous Fairest Alex Hein and Gail. We reviewed what Willow should expect and helping prepare her for the competition. We will be doing a mock contest in late December. We also talked about the Monday night auction item she will be responsible for to represent what Jefferson County is all about. The revenue from the items help offset the cost of the Fairest program. Her registration is \$200 (which is covered by the County) is her room Sunday – Wednesday, meals and materials.
- We are registered for WAF convention in January with Amy, Gail, Dave, Roger, Caitlyn (2013 Fairest) and would like to add the new hire. This would be the best opportunity to truly get the feel of the Fair Industry. There are excellent workshops, round tables and opportunities for networking all four days.

Gail Zastrow
Administrative Secretary

Amy Cielinski-Listle
Administrative Assistant