

JEFFERSON COUNTY FAIR PARK

OCTOBER 1, 2015 MEETING MINUTES

The Jefferson County Fair Park Committee met on Thursday, October 1, 2015 at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Al Counsell, Matt Foelker, Jennifer Hanneman, Russell Kutz and Blane Poulson. Also present was Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, County Administrator Ben Wehmeier, and Temporary Office Assistant Michelle Rue-Miller.

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

Review of Agenda

Minutes: Motion by Blane Poulson to accept the minutes of the September 3, 2015 meeting as presented, second by Jennifer Hanneman and Al Counsell. Motion carried.

Communications: Dave Diestler gave a summary of his meeting with City of Jefferson Administrator Tim Freitag and the land west of the Fair Park.

Public Comment: Dave Diestler advises he had a letter request for the return of money to a person for ticket(s) purchased and the non-performance of Chris Cagle. Dave denied the request, the Web states No Refunds.

Discussion on talent agency, entertainment & sponsorships: Dave Diestler spoke with Variety Attractions. Discussion of Variety vs. Kline (sp) Entertainment – Blane Poulson advises Dave that if he wants to switch agencies, he's the boss, and he should do such. Dave Diestler and Ben Wehmeier will discuss this and make a decision.

Director's Report: Dave Diestler reports on the arrival of Amy's babies. He is looking to have a Marketing/Sponsorship person – position. Working on the hiring of weekend caretakers for 2016. Facility Dude training October 5, 2015. Concerns with POS system, or lack thereof and the possible future purchase of another type of reporting/recording system for the kitchen and office.

NOTE: Michelle Rue-Miller and Roger Kylmanen out of meeting to assist vendors/public in lobby.

Next Meeting: The next committee meeting was set for November 5, 2015 at 8:00 a.m. in the Fair Park Conference Room.

With no further business, Jennifer Hanneman made a motion to adjourn the meeting. Matt Foelker seconded and the Motion carried. Meeting adjourned at 9:01 a.m.

FAIR PARK SUPERVISORS REPORT

November 5, 2015

- Power washed ventilator bags and check belts and grease blowers in barns after taking all stalls down and then blow out all water lines for winter in all buildings and outside faucets
- Travis will be using his comp and vacation time up and limits how much we get done the rest of the year. Dave Zimmerman has knee surgery on December 1 on we all have vacation left to take.
- Trailer and vehicle storage filling up fast. This year using the MAP and Warm Up arena for storage rental to the Boat House. \$5,000 and \$3,750 they do all the packing in of their boats. St Coletta did not come back this year.

Fair Park Director's Report – November 5, 2015

1. Staff –
 - a. Interviewing for Marketing /Administrative Specialists position
 - b. 2016 Weekend Caretakers – Ran ad in Workamper Magazine -- going to run local ad
 - c. Need to hire new 1,000 worker
 - d. Temporary Help – Michelle Rue & Kathy Hart
 - e. David Off

2. Fair Entertainment
 - a. Talent Agency
 - b. Bands – July 8th - Madison County, July 9th - Shotgun Jane
 - c. Returning – La Movida, Demo Derby, Talent Show, Band Extravaganza

3. Facility
 - a. Monday Weekly Preview – Grounds Staff: Schedule Tasks, Layouts, maintenance, Head person for event, staff schedule for week, etc.
 - b.
4. Office
 - a. Michelle – updating 2016 Event contracts
 - b. Renew multi-year Contracts -- Car Show, Gemuetlichkeit, Wisconservation
 - c. Procedural changes – Tracking Daily Revenue
 - d. Better tracking of Cash in & out flow

5. RFP – Kitchen, Website Design, and UTV's.
6. Expo Center
 - a. Meeting with property owner, city of Jefferson, and new developer
 - b. Meeting w/Genevieve – Feasibility Study

7. Winter Storage
 - a. About half done
 - b. St. Coletta not returning
 - c. Renting building(s) to marina

8. POS System – Office & Kitchen
 - a. Issue w/ monthly fees
 - b. Cost around \$1,500 – 1,800

9. 4-H
 - a. Swine meeting – Terminal or non-terminal show
 - b. Draft Horse meeting – expansion
 - c. Raising stall fees to cover the cost for bedding +

JEFFERSON COUNTY FAIR PARK COMMITTEE MEETING

THURSDAY, NOVEMBER 5, 2015

FAIR OFFICE REPORT

- Michelle Rue-Miller has left full-time employment, however, is assisting on nights and/or weekends.
- Kathy Hart from the County Treasurer's Office is assisting part-time during working hours as her schedule permits. Ie. Phones, billing, customers
- Letters for demand of payment have been sent to two overdue accounts.
- Reminder letters have been mailed to all 2015 Fair Sponsors who have not yet made their sponsorship donation.
- Winter Storage – has kept the office and staff very busy. The attempt was made to have all persons storing come in on Friday, October 23-Sunday, October 25. Only about 25% of persons storing followed this instruction. Dave will revisit storing procedures for next year. Dave and Roger will also establish a formula on the square footage we have for storing and sell it that way, vs's keeping track of who and what was here last year. Dave advises that next year the storage will be ONLY first-come first-served. Participants will not be guaranteed a spot because they have stored with us prior.
- 2016 contract creation is underway. Dave has implemented several new mailings that the staff is to send with the contracts. Ie. Map of building and request they draw up how they'd like their event set-up, request for further information – we can then advertise the event on our monitors (pics, etc.) and we can further assist the public when they call and inquire about the event, we also send out a set-up sheet that request they chose from a listing all things they want included in their set-up. The hope is the more info we get, we can scan in the system. Then we can retain all info and make it easier in the years to come.

**Corporate Partner Program for PremierBank
THE JEFFERSON COUNTY FAIR PARK
Marketing Partner
EXHIBIT B**

Tasks / Obligations of THE JEFFERSON COUNTY FAIR PARK

Category Exclusivity - Business Category Signage Exclusivity. "Official Bank" designation.

- One day use of the Activity Center or other facility space, once yearly, for; employee party, customer appreciation, employee recruiting, or by a designated MP non-profit partner. (Includes basic facility rent only, date to be booked "space available").
- Lobby Entrance Signage Space. PremierBank will be featured in the Activity Center Lobby as a "Major Sponsor".
- ATM Machines- PremierBank will receive the right to operate ATM machines in the Activity Center year round and at special events during the year. (I.e. County Fair, Car Shows). ATM may feature PremierBank signage and bank materials. PremierBank may set the transaction fee at a reasonable rate and retain all fee proceeds. Fair Park will provide electric and phone line(s) for machine(s).
- PremierBank logo will be featured as Major Sponsor in Fair Park and County Fair paid advertisements. Including; print ads, brochures, placemats, radio ads and television spots. (Not all inclusive – Placement of ads and type of media used at the discretion of the Jefferson County Fair Park)
- A ¼ page advertisement in the County Fair circular inserted in area newspapers prior to the fair.
- Display opportunity for 4 banners (3'x5') in prominent areas TBD at the fair park during fair week, and at other major events.
- All PremierBank locations receive the right to be an approved ticket outlet for the sale of 'Family Five Pack' tickets to the general public prior to the Fair.
- PremierBank will be allowed to offer customers at all bank locations a gate admission special for the fair for a 1 week timeframe at least 3 weeks prior to the event. (specific details to be agreed upon by both parties)
- 6 VIP passes to the Grandstand Entertainment (Friday or Saturday) including, gate admission, VIP food & drink package concert seat and meet and greet passes when available per artist manager.
- 10 reserved seat passes for both Friday and Saturday Grandstand Entertainment. (Includes gate admission, 20 tickets total)
- PremierBank will receive 100 complimentary adult fair admission passes.
- "Sponsored by.." designation for "Kids Day" and the "Fairest of the Fair" finals. Includes additional signage and name recognition on advertising materials.

Corporate Partner Program for PremierBank
THE JEFFERSON COUNTY FAIR PARK
Marketing Partner
EXHIBIT B (Continued)

- Premier Bank will be offered the opportunity to advertising on the Jumbo Screen at the Jefferson County Fair in rotation with other sponsor ads. (PremierBank to supply video or static ad before June 15th)
- Logo and live link on the new Jefferson County Fair Park website.
- County Fair PA announcements identifying PremierBank as "The Official Bank of the Jefferson County Fair Park".
- The opportunity to display materials about PremierBank in the Activity Center lobby year round.
- Customized "Value Added" marketing programs to put your business "in touch" with the Jefferson County Fair Park audience.

Jefferson County
Fair Park Totals

Date Ran 10/21/2015
Period September
Year 2015

75%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(482,110.55)	(635,353.00)	(153,242.45)	75.88%
	Expenditures	534,307.23	754,601.75	220,294.52	70.81%
	Other Sources	-	-	-	0.00%
Total		52,196.68	119,248.75	67,052.07	43.77%
6902 Fair Week	Revenue	(481,376.21)	(576,925.00)	(95,548.79)	83.44%
	Expenditures	533,304.28	576,925.00	43,620.72	92.44%
	Other Sources	-	-	-	0.00%
Total		51,928.07	-	(51,928.07)	0.00%
Total All Business Units	Revenue	(963,486.76)	(1,212,278.00)	(248,791.24)	79.48%
	Expenditures	1,067,611.51	1,331,526.75	263,915.24	80.18%
	Other Source	-	-	-	0
Grand Total Fair Park		104,124.75	119,248.75	15,124.00	87.32%