

Jefferson County Fair Park October 6, 2016 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, October 6th at 8:00 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Russell Kutz, Jennifer Hanneman, Matthew Foelker, Ron Buchanan, Fair Park Director David Diestler, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt, County Administrator Ben Wehmeier. Blane Poulson was not in attendance.

A quorum of the Jefferson County Fair Park Committee was present, meeting duly noted and the door open.

Review and Approve Agenda

Minutes: A motion was made to accept the minutes of the September 1, 2016 meeting as presented and seconded. Motion carried.

Communications: Email from Carman and Paula Vaughn commending the good job done with winter storage.

Public Comment: None

Financial Report: The financial report from August 2016 was reviewed.

Director's Report: David reported that he is continuing to meet or consult with entertainment agents as to the entertainment for the 2017 Fair. Ecommerce has been set up through our website provider, Saffire.

Supervisor's Report: Roger recapped the September events which included Sheep and Wool, Gemuetlichkeit and Madison Classic's fall car show. The last horse show of the season will be held this weekend, October 8 & 9. The staff will be winterizing the outside buildings and water lines and getting the buildings ready for winter storage.

Office Report: Amy Listle reported that the Fair Park has booked a new event, Jefferson Winter Art'z & Craft Show. Advertising has been updated. The office has also been managing the winter storage, reconciling Fair Park events and compiling data for the new financial system being implemented. Amy Listle presented updated results from the Fair Survey. Amy advised the committee that next year will be the 40th anniversary of the car show being held at the Jefferson County Fair Park. The Appreciation Dinner has been set for November 3 at 5:30 p.m.

Next Meeting: The next meeting was set for November 3, 2016 at 4:30 p.m. in the conference room of the Activity Center.

With no further business, Ron Buchanan made a motion to adjourn the meeting. Jennifer Hanneman seconded. Motion carried. Meeting adjourned at 9:12 a.m.

Jefferson County
Fair Park Totals

Date Ran 10/21/2016
Period September
Year 2016

75%

Business Unit	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
6901 Fair Park	Revenue	(398,944.52)	(614,757.00)	(215,812.48)	64.89%
	Expenditures	439,970.19	687,757.00	247,786.81	63.97%
	Other Sources	-	-	-	0.00%
Total		41,025.67	73,000.00	31,974.33	0.00%
6902 Fair Week	Revenue	(427,501.93)	(557,246.00)	(129,744.07)	76.72%
	Expenditures	528,145.08	557,246.00	29,100.92	94.78%
	Other Sources	-	-	-	0.00%
Total		100,643.15	-	(100,643.15)	0.00%
Total All Business Units	Revenue	(826,446.45)	(1,172,003.00)	(345,556.55)	70.52%
	Expenditures	968,115.27	1,245,003.00	276,887.73	77.76%
	Other Source	-	-	-	0
Grand Total Fair Park		141,668.82	73,000.00	(68,668.82)	194.07%

Fair Park
6901 Fair Park

Date Ran 10/21/2016
Period September
Year 2016

Revenues					75%
Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	(93,942.72)	(125,257.00)	(31,314.28)	75.00%
451002	PRIVATE PARTY PHOTOCOPY	(3.60)	-	3.60	0.00%
457010	SPONSOR REVENUE	(12,000.00)	(45,000.00)	(33,000.00)	26.67%
457025	HORSE SHOW FEES	(15,919.29)	(20,000.00)	(4,080.71)	79.60%
457026	SHAVING SALES	(19,477.44)	(35,000.00)	(15,522.56)	55.65%
474169	FAIR BILLED	(4,000.00)	(4,000.00)	-	100.00%
480102	MISC. REIMBURSEMENTS	(255.00)	-	255.00	0.00%
482012	BUILDING RENTAL	(122,120.26)	(170,000.00)	(47,879.74)	71.84%
482013	STALL RENTAL	(39,081.00)	(85,000.00)	(45,919.00)	45.98%
482014	WINTER STORAGE RENTAL	(20,213.77)	(42,000.00)	(21,786.23)	48.13%
482015	SPACE-FOOD VENDOR	(7,453.90)	(18,000.00)	(10,546.10)	41.41%
482016	SPACE-BEVERAGE VENDOR	(4,479.58)	(18,000.00)	(13,520.42)	24.89%
482017	SPACE-OTHER VENDOR	(2,242.11)	(2,500.00)	(257.89)	89.68%
482021	CAMPING FEE OTHER	(45,715.34)	(49,000.00)	(3,284.66)	93.30%
486001	VENDING COMMISSION	(785.92)	(1,000.00)	(214.08)	78.59%
486004	MISCELLANEOUS REVENUE	(11,254.59)	-	11,254.59	0.00%
Totals		(398,944.52)	(614,757.00)	(215,812.48)	64.89%

Expenditures					
Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	66,889.15	101,381.00	34,491.85	65.98%
511210	WAGES-REGULAR	78,916.36	109,940.00	31,023.64	71.78%
511220	WAGES-OVERTIME	602.36	118.00	(484.36)	510.47% *
511240	WAGES-TEMPORARY	12,428.26	12,459.00	30.74	99.75%
511310	WAGES-SICK LEAVE	2,693.69	-	(2,693.69)	0.00%
511320	WAGES-VACATION PAY	5,365.28	-	(5,365.28)	0.00%
511330	WAGES-LONGEVITY PAY	-	261.00	261.00	0.00%
511340	WAGES-HOLIDAY PAY	3,114.55	-	(3,114.55)	0.00%
511350	WAGES-MISCELLANEOUS(COMP)	5,791.91	-	(5,791.91)	0.00%
512141	SOCIAL SECURITY	13,278.29	16,890.00	3,611.71	78.62%
512142	RETIREMENT (EMPLOYER)	9,293.37	12,205.00	2,911.63	76.14%
512144	HEALTH INSURANCE	22,120.97	55,878.00	33,757.03	39.59%
512145	LIFE INSURANCE	43.36	47.00	3.64	92.26% *
512150	FSA CONTRIBUTION	625.00	788.00	163.00	79.31%
512173	DENTAL INSURANCE	2,475.73	4,050.00	1,574.27	61.13%
521216	JANITORAL	-	1,700.00	1,700.00	0.00%
521219	OTHER PROFESSIONAL SERV	235.00	-	(235.00)	0.00%
521297	STALL CLEANING	-	4,500.00	4,500.00	0.00%

529170	GROUNDS KEEPING CHARGES	21,144.90	21,217.00	72.10	99.66%
531298	UNITED PARCEL SERVICE UPS	-	100.00	100.00	0.00%
531301	OFFICE EQUIPMENT	390.99	1,000.00	609.01	39.10%
531303	COMPUTER EQUIPMT & SOFTWA	3,857.29	3,000.00	(857.29)	128.58% *
531304	NONCAPITAL AUTO	25.00	-	(25.00)	0.00%
531311	POSTAGE & BOX RENT	135.15	850.00	714.85	15.90%
531312	OFFICE SUPPLIES	817.11	1,600.00	782.89	51.07%
531313	PRINTING & DUPLICATING	1,285.27	1,000.00	(285.27)	128.53% *
531314	SMALL ITEMS OF EQUIPMENT	2,105.66	12,500.00	10,394.34	16.85%
531320	SAFETY SUPPLIES	618.64	150.00	(468.64)	412.43% *
531322	SUBSCRIPTIONS	121.95	110.00	(11.95)	110.86%
531324	MEMBERSHIP DUES	1,241.10	1,400.00	158.90	88.65%
531326	ADVERTISING	2,447.89	4,000.00	1,552.11	61.20%
531349	OTHER OPERATING EXPENSES	1,356.33	1,240.00	(116.33)	109.38% *
531351	GAS/DIESEL	5,673.72	13,000.00	7,326.28	43.64%
531367	WOOD SHAVINGS	21,580.00	24,500.00	2,920.00	88.08%
532325	REGISTRATION	440.00	1,000.00	560.00	44.00%
532332	MILEAGE	132.84	300.00	167.16	44.28%
532334	COMMERCIAL TRAVEL	-	600.00	600.00	0.00%
532335	MEALS	126.10	700.00	573.90	18.01%
532336	LODGING	1,428.00	2,900.00	1,472.00	49.24%
532339	OTHER TRAVEL & TOLLS	-	75.00	75.00	0.00%
533221	WATER	7,006.08	7,500.00	493.92	93.41%
533222	ELECTRIC	37,877.72	36,000.00	(1,877.72)	105.22% *
533223	SEWER	6,541.24	7,000.00	458.76	93.45%
533224	NATURAL GAS	4,443.77	9,000.00	4,556.23	49.38%
533225	TELEPHONE & FAX	1,434.53	500.00	(934.53)	286.91% *
533235	STORM WATER UTILITY	12,108.42	16,000.00	3,891.58	75.68%
533236	WIRELESS INTERNET	178.11	350.00	171.89	50.89%
535232	GRAVELING	-	4,500.00	4,500.00	0.00%
535242	MAINTAIN MACHINERY & EQUIP	3,221.81	9,000.00	5,778.19	35.80%
535245	GROUNDS IMPROVEMENTS	9,494.03	15,500.00	6,005.97	61.25%
535247	BLDG REPAIR & MAINT	12,533.69	26,000.00	13,466.31	48.21%
535297	REFUSE COLLECTION	3,284.01	13,000.00	9,715.99	25.26%
535344	HOUSEHOLD & JANITORIAL SUPP	5,906.92	-	(5,906.92)	0.00%
535347	BEVERAGE PURCHASES	9,459.62	12,000.00	2,540.38	78.83%
535349	OTHER SUPPLIES	1,626.22	-	(1,626.22)	0.00%
535352	VEHICLE PARTS & REPAIRS	2,478.96	5,000.00	2,521.04	49.58%
535355	PLUMBING & ELECTRICAL	5,648.42	13,000.00	7,351.58	43.45%
536533	EQUIPMENT RENT & LEASE	-	2,500.00	2,500.00	0.00%
571004	IP TELEPHONY ALLOCATION	1,190.97	1,588.00	397.03	75.00%
571005	DUPLICATING ALLOCATION	965.97	1,288.00	322.03	75.00%
571009	MIS PC GROUP ALLOCATION	6,136.47	8,182.00	2,045.53	75.00%
571010	MIS SYSTEMS GRP ALLOC(ISIS)	3,405.78	4,541.00	1,135.22	75.00%
591519	OTHER INSURANCE	6,160.38	10,849.00	4,688.62	56.78%
594810	CAP EQUIPMENT	3,126.00	21,000.00	17,874.00	14.89%

594822 CAP IMPRV BLDG	6,939.85	52,000.00	45,060.15	13.35%
Totals	439,970.19	687,757.00	247,786.81	63.97%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					0%
Totals		-	-	-	0.00%
Total Business Unit		41,025.67	73,000.00	31,974.33	

Fair Park
6902 Fair Week

Date Ran 10/21/2016
Period September
Year 2016

Revenues 75%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
411100	GENERAL PROPERTY TAXES	41,181.03	54,908.00	13,726.97	75.00%
421001	STATE AID	(7,162.77)	(7,154.00)	8.77	100.12%
457005	RESERVED SEATING FEES	(15,093.30)	(55,000.00)	(39,906.70)	27.44%
457009	CONTEST ENTRY FEES	(980.00)	-	980.00	0.00%
457010	SPONSOR REVENUE	(48,105.00)	(85,000.00)	(36,895.00)	56.59%
457011	GATE RECEIPTS	(210,849.90)	(245,000.00)	(34,150.10)	86.06%
457013	STALL & PEN FEES	(7,165.50)	(5,000.00)	2,165.50	143.31%
457021	PREMIUM BOOK SALES	(205.00)	-	205.00	0.00%
457029	FFA ENROLLMENT	(5,703.50)	(6,500.00)	(796.50)	87.75%
457030	CREDIT CARD SURCHARGE	(2,208.50)	-	2,208.50	0.00%
457033	SMALL ITEMS SPONSOR	(50.00)	-	50.00	0.00%
459001	SODA	(16,794.89)	(15,500.00)	1,294.89	108.35%
482015	SPACE-FOOD VENDOR	(28,600.24)	(35,000.00)	(6,399.76)	81.71%
482016	SPACE-BEVERAGE VENDOR	(55,226.78)	(80,000.00)	(24,773.22)	69.03%
482017	SPACE-OTHER VENDOR	(14,376.43)	(25,000.00)	(10,623.57)	57.51%
482018	SPACE-CARNIVAL	(31,282.70)	(30,000.00)	1,282.70	104.28%
482019	CAMPING FEE 4-H	(22,865.00)	(20,000.00)	2,865.00	114.33%
482020	CAMPING FEE VENDOR	(2,013.45)	(3,000.00)	(986.55)	67.12%
Totals		(427,501.93)	(557,246.00)	(129,744.07)	76.72%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
511110	SALARY-PERMANENT REGULAR	29,744.52	44,060.00	14,315.48	67.51%
511210	WAGES-REGULAR	21,581.87	26,974.00	5,392.13	80.01%
511220	WAGES-OVERTIME	53.72	10,843.00	10,789.28	0.50%
511240	WAGES-TEMPORARY	42,502.36	36,440.00	(6,062.36)	116.64%
511310	WAGES-SICK LEAVE	77.14	-	(77.14)	0.00%
511320	WAGES-VACATION PAY	2,564.58	-	(2,564.58)	0.00%
511330	WAGES-LONGEVITY PAY	-	65.00	65.00	0.00%
511340	WAGES-HOLIDAY PAY	325.65	-	(325.65)	0.00%
511350	WAGES-MISCELLANEOUS(COMP)	847.24	-	(847.24)	0.00%
512141	SOCIAL SECURITY	7,522.34	8,974.00	1,451.66	83.82%
512142	RETIREMENT (EMPLOYER)	5,322.44	5,285.00	(37.44)	100.71%
512144	HEALTH INSURANCE	12,935.02	15,216.00	2,280.98	85.01%
512145	LIFE INSURANCE	25.64	32.00	6.36	80.13%
512150	FSA CONTRIBUTION	-	213.00	213.00	0.00%
512173	DENTAL INSURANCE	1,357.54	1,350.00	(7.54)	100.56%
514151	PER DIEM	1,620.00	-	(1,620.00)	0.00%
521216	JANITORAL	-	1,700.00	1,700.00	0.00%
521219	OTHER PROFESSIONAL SERV	5,110.00	500.00	(4,610.00)	1022.00%
521647	VETERINARY SERVICES	-	700.00	700.00	0.00%
521648	AMBULANCE/EMS SERVICES	2,500.00	2,500.00	-	100.00%

521649 SECURITY SERVICES	4,705.38	5,000.00	294.62	94.11%
529299 PURCHASE CARE & SERVICES	5,000.00	-	(5,000.00)	0.00%
529301 FAIR GATE WORKERS	5,795.64	6,300.00	504.36	91.99%
529302 FAIR JUDGES	7,317.65	7,200.00	(117.65)	101.63%
529303 FAIR SUPERINTENDENTS	5,478.85	7,200.00	1,721.15	76.10%
529304 FAIR PARKING SERVICES	1,545.00	1,800.00	255.00	85.83%
531001 CREDIT CARD FEES	3,308.11	1,400.00	(1,908.11)	236.29%
531101 TICKETS/ENTRY TAGS	2,104.38	4,000.00	1,895.62	52.61%
531102 TROPHIES/PLAQUES	310.00	500.00	190.00	62.00%
531103 RIBBONS	2,534.03	2,500.00	(34.03)	101.36%
531181 PREMIUMS	17,212.20	20,000.00	2,787.80	86.06%
531182 FAIR WEEK SPECIAL ACTS	178,328.59	178,500.00	171.41	99.90%
531183 SPONSOR FEES	2,081.70	4,300.00	2,218.30	48.41%
531184 FAIREST OF THE FAIR	1,129.72	500.00	(629.72)	225.94%
531311 POSTAGE & BOX RENT	545.83	650.00	104.17	83.97%
531312 OFFICE SUPPLIES	541.97	400.00	(141.97)	135.49%
531313 PRINTING & DUPLICATING	170.22	500.00	329.78	34.04%
531314 SMALL ITEMS OF EQUIPMENT	537.82	500.00	(37.82)	107.56%
531326 ADVERTISING	38,739.51	43,500.00	4,760.49	89.06%
531349 OTHER OPERATING EXPENSES	1,187.35	750.00	(437.35)	158.31%
531351 GAS/DIESEL	-	2,000.00	2,000.00	0.00%
531367 WOOD SHAVINGS	2,023.00	1,000.00	(1,023.00)	202.30%
532332 MILEAGE	246.78	200.00	(46.78)	123.39%
533221 WATER	662.70	1,200.00	537.30	55.23%
533222 ELECTRIC	6,556.73	7,500.00	943.27	87.42%
533223 SEWER	777.16	1,500.00	722.84	51.81%
533224 NATURAL GAS	-	100.00	100.00	0.00%
533235 STORM WATER UTILITY	712.26	1,200.00	487.74	59.36%
535242 MAINTAIN MACHINERY & EQUIP	1,095.91	200.00	(895.91)	547.96%
535245 GROUNDS IMPROVEMENTS	4,969.15	2,500.00	(2,469.15)	198.77%
535247 BLDG REPAIR & MAINT	3,547.78	3,000.00	(547.78)	118.26%
535297 REFUSE COLLECTION	-	1,200.00	1,200.00	0.00%
535347 BEVERAGE PURCHASES	15,920.55	15,000.00	(920.55)	106.14%
535355 PLUMBING & ELECTRICAL	7,219.76	4,500.00	(2,719.76)	160.44%
536533 EQUIPMENT RENT & LEASE	65,592.00	68,000.00	2,408.00	96.46%
571009 MIS PC GROUP ALLOCATION	1,082.97	1,444.00	361.03	75.00%
571010 MIS SYSTEMS GRP ALLOC(ISIS)	1,961.28	2,651.00	689.72	73.98%
591519 OTHER INSURANCE	3,113.04	3,699.00	585.96	84.16%
Totals	528,145.08	557,246.00	29,100.92	94.78%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
					0%
Totals		-	-	-	0.00%
Total Business Unit		100,643.15	-	(100,643.15)	

Fair Park
6906 Donations

Date Ran 10/21/2016
Period September
Year 2016

Revenues 75%

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
485106	FAIR EXPANSION DONATIONS	(4,575.00)	(3,500.21)	1,074.79	130.71%
Totals		(4,575.00)	(3,500.21)	1,074.79	130.71%

Expenditures

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
531314	SMALL ITEMS OF EQUIPMENT	-	1,600.00	1,600.00	0.00%
531349	OTHER OPERATING EXPENSES	1,550.00	-	(1,550.00)	0.00%
594960	CAPITAL RESERVE	-	28,477.00	28,477.00	0.00%
Totals		1,550.00	30,077.00	28,527.00	5.15%

Other Financing Sources (Uses)

Acct Number	Description	YTD Actual	Total Budget	Annual Remaining	Percentage Of Budget
691100	OPER REV ADJUST	-	2,400.00	2,400.00	0.00%
691200	CAP REV ADJUST	-	(2,400.00)	(2,400.00)	0.00%
Totals		-	-	-	0.00%

Total Business Unit		(3,025.00)	26,576.79	29,601.79	
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Fair Park Director's Report – November 3, 2016

1. 2017 Fair
 - a. Friday Night Concert verbally confirmed – older country artist
 - b. Saturday night - offer pending on younger country artist
 - c. Future Discussions
 - a. Charging for grandstands?
 - b. Use of Jumbo Screens during concerts?
 - c. Ticket sales through our website
 1. Saffire won't be ready by our fair
 2. Need to find new ticketing company
 3. Must do a better job on mobile sites – Both iphones and androids
 - d. Vendor – map
 - a. Working with Land Information to develop a vendor map for fair
 - b. Vendor registration forms available by January 1
 - c. Want to grow vendors by 10-20% this year
 - e. On Grounds Entertainment
 - a. Nicks Kids Show – verbally confirmed = 2 – Kids Shows, 2 -Family shows, 1 - '50/'60's show
 - f. Bands – Miller Entertainment Tent
 - a. Cherry Pie – Thursday Night – verbally confirmed
 - b. Shotgun Jane – Looking at Friday or Saturday night
 - c. DJ Dylan – Wed. – Sat. – verbally confirmed
2. Winter Storage
 - a. Sending out Ads – Daily Union, Facebook, etc.
 - b. 85-90% filled
 - c. On budget
3. eCommerce
 - a. Website – eCommerce now set up through Saffire
 - b. Need to build out application forms and process
 - c. Looking into adding winter storage & camping purchases
4. Sponsors
 - a. Contacting sponsors – talking about this year's fair and next year
 - b. Thank you's sent out
5. Fair Park Feasibility Study

FAIR PARK SUPERVISOR'S REPORT
November 3, 2016

- All the outside buildings and water lines are ready for winter and MAP filled with storage and others $\frac{3}{4}$ full with storage.
- Worked with Travis to fix some of the vents in Horse Barn before storage came in and will do some more in Dairy Barn before it gets too full
- Travis will be using his comp time up by the end of the month (7 days) and we are saving the hours of the part time staff for winter snow removal or when needed. I took 4 days off last week.
- Dump Truck and other items are now listed on Wisconsin Surplus Auction site
- I have 1 weekend yet to fill for the Horse Shows (July 1 & 2), all other weekends are scheduled 2017. This is always a challenge because of how the weekends shift and each show needs get approvals for their weekends from their council.

Jefferson County Fair Park Committee Meeting

Thursday, November 3, 2016

Fair Office Report

- Keeping website, JCFP TV ads, radio commercials and social media up-to-date with event information.
- Managing Winter Storage:
 - Promoting through website, email blasts, press releases, Facebook, and Fair Park TVs and on 104.5 WSLD.
 - Contracts being completed online through SeamlessDocs.
 - Payments being taken in office and online through Thundertix and Saffire Ecommerce. Will update committee with payment totals at meeting.
 - Appointments being scheduled in shared Outlook Calendar.
- Reconciling October Fair Park events
- Working with the Finance Dept. on accounting information to set-up new Tyler System.
- Preparing for the Fair Appreciation Dinner to be held on November 3.
- Correcting judging results and premium check mistakes to be paid out in the November audit.