

Jefferson County Fair Park
February 18, 2010

The Jefferson County Fair Park Committee met on Thursday, February 18, 2010 at 4 p.m. in the Activity Center Conference Room. Present were: (Fair) Ron Buchanan, Amy Kramer, Blane Poulson, Fair Park Director Paul Novitzke, Fair Park Supervisor Roger Kylmanen, Secretary Gail Zastrow, Ashli Tucker, Sponsorship/Sales; and Administrator Gary Petre; Supervisor Carlton Zentner.

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

Review Agenda: Leave as presented

Public Comment & Correspondence: No public comment, correspondence included \$750 grant from Jefferson County Agri-Business Club; State Aid check received; Entertainment request; Channel 10 Auction request; Entertainment release article from the newspapers and the Sheriff's Department Fair Park usage schedule for March – May.

Minutes: Amy made a motion to accept the minutes of the January 21 meeting. Ron seconded. Motion carried.

Update 2010 County Fair: Paul announced Fair entertainment live Monday at WSLD and Tuesday at WFAW.

We have a Face book page and have built a fan base of 1,000 fans in two weeks. This gives us a breakdown of demographics, age, and gender. Our fourth grandstand act is pending.

We have finalized the beverage contract with Tomorrow's Hope with an incentive clause.

Reserve seats will go on sale Saturday, February 27 at 8a.m. Paul suggested a shipping/handling/postage fee for reserve seat ticket orders. Ron suggested a \$2 transaction fee. Blane made a motion to implement a \$2 per transaction for reserved seats. Amy seconded. Motion carried.

Update Marketing Partnerships: Paul handed out a summary to date. He also has been working with Standard Process, Palmyra. Blane made a motion for a tentative agreement to accept the terms with Standard Process. Amy seconded. Motion carried.

Fair Park Director's Report: We have scheduled three new events for 2010. Purina/Nestle will be having their company picnic at the Fair Park the Sunday after Fair. We also added two WIHA High School horse shows in October.

The 4-H Horse & Pony Project made a donation to the Fair Park as a share of the admission price and the electric charges.

Committee discussed carry-over funds for the building. The finance committee's meeting is March 1. We have specs for the building from Cleary Building. This would be a sponsorship attached to the building. It does have to go for bids. The committee was asked to attend the Finance meeting on March 1, Infrastructure meeting on March 17 both at 8:30 and then it would go to County Board on April 20th. Amy made a motion to support the building and the request for carry over. Blane seconded. Motion carried.

Fair Park Operations Report: Roger handed out his report.

Future Agenda Items: Fair 2010, Building Updates

Next Meeting: March 18, 2010

Being no further business, Blane made a motion to adjourn the meeting. Amy seconded. Motion carried. Meeting adjourned at 4:45 p.m.