

1 **FAIR PARK STUDY COMMITTEE**

2
3 Government Center
4 West Bend, WI

August 10, 2009
1:00 p.m.

5
6 Committee Members Present: Herbert Tennies, Dan Anhalt, Dennis Boese, Tony Warren, James
7 Core, Todd Healy, Rick Gundrum, and William Meyers.

8
9 Also Present: UW-Extension Community Development Educator Paul Roback, Administrative
10 Assistant for Administration and County Board Judy Steinert, Administrative Coordinator Doug
11 Johnson, Finance Director Susan Haag, Assistant County Attorney Brad Stern, County Clerk
12 Brenda Jaszewski, UW-Extension 4-H Youth Development Educator/Department Head Kandi
13 O’Neil, Fair Park Deputy Director/Fair Manager Sandy Lang, Fair Park Accounting Manager
14 Debbie Hoefert, Supervisors Charlene Brady, Marilyn Merten, and Peter Sorce, Dan Dineen, Ken
15 Miller, Joanna Groth, Richard Roembke, Donald Roskopf, Mary Krumbiegel, Jackie Corsi, and
16 Diane Pedersen.

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18 The meeting was called to order by Chairman Herb Tennies and the affidavit of posting was read.

19
20 **MINUTES**

21 Moved by Mr. Core, seconded by Mr. Anhalt to approve the June 8, 2009 Fair Park Study
22 Committee minutes. Motion carried.

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24 **ADDITIONAL RESEARCH – OTHER COUNTY FAIR OPERATIONS**

25 Mr. Roback reviewed additional research for Alternative No. 3: County has building ownership and
26 operates events – Non-Profit Operates Fair. Fond du Lac and Waukesha Counties both have similar
27 structures, but operates differently.

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29 **CONSIDERATION/RECOMMENDATION FOR ECONOMIC IMPACT STUDY**

30 Mr. Roback reported that he spoke with Dean Nixon at UWWC regarding an Economic Impact
31 Study for Fair Park. The components of the study would include the analysis of Fair Park expenses
32 and revenues, as well as the direct and indirect economic impact on Washington County. The study
33 would take approximately 4-6 weeks to conduct and the cost would be between \$15,000 and
34 \$18,000, dependent on the availability of data and the amount of work needed to do a complete
35 study. In order to move the study forward in a timely manner the Finance Committee would need to
36 approve it at their August meeting and then forward to the County Board in September.

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38 Moved by Mr. Boese, seconded by Mr. Warren to delay the Economic Impact Study for possible
39 inclusion in the final recommendation to the County Board. Motion carried with Mr. Anhalt
40 abstaining.

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42 **REVIEW AND DISCUSS DIALOGUE WORKSHEET SURVEY RESULTS**

43 Mr. Roback reviewed the results of a Dialogue Worksheet Survey conducted with the Study
44 Committee members for additional feedback on the alternatives discussed at the previous meeting.
45 The responses were separated into broad based categories such as operations, capital infrastructure
46 and financing.

47
48 The Alternatives being considered include:

- 1 Alternative 1: County has building ownership and operates fair and events.
- 2 Alternative 2: County has building ownership and AIS operates fair and events.
- 3 Alternative 3: County has building ownership and operates events – AIS operates fair.
- 4 Alternative 4: County has building ownership, another organization operates events & AIS operates
- 5 fair.
- 6 Alternative 5: Status Quo-Mixed building ownership and AIS operates fair and events

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8 Moved by Mr. Healy, seconded by Mr. Gundrum to remove Alternatives No. 1 and No. 5 from
9 consideration. Motion carried.

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11 Moved by Mr. Gundrum, seconded by Mr. Warren to remove Alternative No. 4 from consideration.
12 Motion carried.

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14 Alternatives No. 2 and No. 3 both include the AIS operating the Fair therefore the committee
15 created a list of performance metrics to be included in a possible future operations agreement.

16
17 **GUIDANCE REGARDING RECOMMENDATIONS OF STUDY COMMITTEE**

18 In order to proceed with the final report on recommendations from the study committee, further
19 direction from the committee is needed. Committee members requested that the County Attorney
20 review legal issues concerning public financing. AIS was also requested to present their future
21 plans for marketing and promotion and review the measures created by the committee at the next
22 meeting.

23
24 **PRELIMINARY REPORT ON 2009 FAIR ATTENDANCE AND 2009 CREDIT**
25 **AGREEMENTS**

26 Finance Director Haag reported that the final figures for the 2009 County Fair are not available yet.
27 Attendance was over 90,000 for the six day event, which is down from last year. The two credit
28 agreements established by the County Board have been satisfied. The first agreement was for
29 \$250,000 for start up money to pay entertainment and vendors in advance and was not needed. The
30 second agreement was for \$260,000 for change which was returned to the County the day after the
31 fair.

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33 **NEXT MEETING DATES**

34 The next two meetings are scheduled for August 17, at 8:30 a.m. and August 24, 2009, at 8:30 a.m.
35 at the County Courthouse - Government Center.

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37 Moved by Mr. Warren, seconded by Mr. Meyers to adjourn the meeting at 3:37 p.m. Motion
38 carried.

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Brenda Jaszewski, County Clerk