

1 **FAIR PARK STUDY COMMITTEE**

2  
3 Government Center  
4 West Bend, WI

August 21, 2009  
8:30 a.m.

5  
6 Committee Members Present: Herbert Tennes, 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, Finance Director Susan Haag,  
11 County Attorney Kim Nass, Chief Deputy County Clerk Mary Lemke, Fair Park Deputy  
12 Director/Fair Manager Sandy Lang, Fair Park Accounting Manager Debbie Hoefert, Supervisor  
13 Charlene Brady, Ken Miller, Joanna Groth, Richard Roembke, Donald Roskopf, Mary  
14 Krumbiegel, Jackie Corsi, and Diane Pedersen.

15  
16 The meeting was called to order by Chairman Herb Tennes and the affidavit of posting was  
17 read.

18  
19 **MINUTES**

20 Moved by Mr. Warren, seconded by Mr. Anhalt to approve the August 10, 2009 Fair Park Study  
21 Committee minutes. Motion carried.

22  
23 **REVIEW OF FAIR PARK STUDY COMMITTEE PURPOSE STATEMENT &**  
24 **MISSION OF FAIR PARK**

25 Mr. Roback reviewed the Mission, philosophy and the Study Committee Purpose. The Fair Park  
26 Mission is “To enhance cultural, education, economic, and social opportunities for the people of  
27 Washington County. The philosophy states: “We believe the new multi-purpose facility will:  
28 Enhance the quality of life for residents; Be a gathering place for youth, families, businesses and  
29 general public; Provide year-round educational & recreational opportunities; Reflect Washington  
30 County heritage & present life; Be a showcase for Washington County people & products.”

31  
32 Purpose Statement of the Fair Park Study Committee is to explore various options and make a  
33 recommendation to the Washington County Board regarding future Washington County  
34 involvement with Fair Park. Additionally, 2008 Resolution 65 passed by the County Board  
35 states the purpose of the Fair Park Study Committee: “The committee shall review all aspects of  
36 Fair Park’s current and past operations, the evolution/development of the site and the existing  
37 contractual and financial relationship between County and the Agriculture and Industrial Society  
38 (AIS) in order to provide a comprehensive set of recommendations to be implemented with the  
39 2010 County Budget for the future success of this substantial County asset.”

40  
41 **LEGAL ISSUES CONCERNING PUBLIC FINANCING**

42 County Attorney Nass explained that the County borrowed funds for the acquisition and  
43 infrastructure at Fair Park, therefore is not able to use public funds to privatize the operations. If  
44 AIS continues to operate Fair Park, they would be allowed to subcontract portions of the  
45 operation. If the County took over operation at Fair Park, the County could subcontract but  
46 would need to follow the competitive bidding process and the purchasing guidelines.

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45

**APPEARANCE BY AIS**

AIS Board Member Ken Miller thanked the committee for the opportunity to present their information and stressed the need for cooperation and negotiation between the society and the County Board. Sandy Lang reviewed the history of the Washington County Fair which dates back to the 1800's. Debbie Hoefert reviewed event information over the past ten years. AIS Board Member Don Roskopf discussed fundraising programs, donations, and the marketing plans being considered. AIS is in the process of applying for a grant through the Department of Tourism to assist in their marketing efforts, however until they know the outcome of the Study Committee recommendation, they will not submit the application.

**OVERVIEW OF FAIR PARK PERFORMANCE EXPECTATIONS**

Ken Miller reviewed the aspects of the Fair Park mission statement which have all been met. Mr. Miller reviewed the performance metrics and the key points for a lease agreement. The AIS is in agreement with the majority of the expectations with clarification needed on some of them. These would be outlined in the Agreement and negotiated with the AIS.

**FAIR PARK ALTERNATIVE DISCUSSION & SELECTION**

Mr. Roback reviewed the two alternatives that the committee is considering: Alternative #2. County has building ownership and AIS operates fair and events. Alternative #3. County has building ownership and operates events – AIS operates fair.

Moved by Mr. Anhalt, seconded by Mr. Core to remove alternative #3 from consideration. Motion carried.

Mr. Roback reviewed the process for moving forward. A report on the Committee recommendation will be drafted and brought to the Committee for the Monday, August 24 meeting. Once the committee reviews and approves the report, it will go to the County Board at the September 8<sup>th</sup> meeting. There will be two resolutions presented, one affirming that the committee has completed their task of forming a recommendation. The second resolution will request approval from the board for the recommendation forwarded by the committee. Upon passage by the Board the resolution will go to the appropriate committees to finalize details.

**GUIDANCE REGARDING RECOMMENDATIONS OF STUDY COMMITTEE**

The Committee discussed various points to emphasize in the report. The contract has been reviewed and will be changed to reflect the performance metrics outlined by the committee. The contract will be reviewed annually to ensure that all requirements are being met. Several changes to Fair Park staff and the AIS Board have been made since the committee started the study.

The report will include all seven alternatives originally created by the committee with a review of the challenges and opportunities outlined for each alternative. Background information that the committee reviewed will be included. The performance metrics and key points for the lease agreement as well as the financial impact analysis information will also be included.

1 Moved by Mr. Healy, seconded by Mr. Warrens to direct Mr. Roback to prepare a report using  
2 Alternative #2 as the committee's recommendation. Motion carried.

3

4 **FUTURE MEETING DATE**

5 The next meeting is scheduled for August 24, at 8:30 a.m. at the County Courthouse -  
6 Government Center.

7

8 Moved by Mr. Warren, seconded by Mr. Gundrum to adjourn the meeting at 11:25 a.m. Motion  
9 carried.

10

11

12

13

Brenda Jaszewski, County Clerk