

Central Wisconsin State Fair  
Board of Director Minutes  
October 16, 2017

**ROLL CALL:**

Present: Jeff Hartman, Sara McFarland, Scott Karl, Peggy Sue Meyer-Miller, Andy Keogh, John Hartman (Jr. Fair), Bob Ashbeck (County), Dale Christiansen, Tim Heeg, Dave Urban, Jeff Viergutz

Absent: Jason Zaleski (City), Jeremy Carolfi

Public Present: Lisa Blanchard, Lori Salzman, Ashlee Sayre, Paul Kuse, Melissa Siegler, Mike Sabel, and Gale Miller.

The meeting of the Central Wisconsin State Fair was called to order at 7:37pm in the Jr. Fair Building at the Central Wisconsin State Fair Grounds.

A presentation was given regarding North American Midways as a possibility for our 2018 fair. It was mentioned that negotiations are still under way for this contract. There is also an ability to track ticket sales and ride popularity.

Meyer-Miller made a motion to approve the minutes and Keogh seconded them. The financial report was given by Keogh. There was discussion about the layout of the financial reports; Heeg and Keogh will provide examples of preferable financial statements. It was approved by Keogh and seconded by Meyer-Miller and was passed unanimously.

Christiansen gave his executive report.

- Bull ride - Working on improving next year's bull riding event by bringing in entertainment and western ware sales.
- Sponsorship - Getting the sponsorship committee together and working on materials. Also looking into doing a sponsorship dinner in early 2018.
- Committees - Board member committee assignments were appointed. Urban questioned where the entertainment fell and Christiansen replied that it has typically been handled by the executive committee.
- Board Terms - Christiansen presented the terms for current Board members. Urban, Heeg and Keogh's terms are up for re-election this year. Meyer-Miller, Jeff Hartman and Jeff Viergutz's terms will expire next year; 2019 terms expiring are McFarland, Karl and Carolfi. John Hartman, Ashbeck and Zaleski's positions are appointed by other boards. Blanchard question if there was discussion of the Association coming back, but there has not been discussion about it yet.

John Hartman gave the Jr. Fair report. There is talk about upgrading a program for kids to show animal projects at the fair. There were over 6500 entries this year. Improvements talked about are to replace LED lights in a few barns. This is John's last meeting as Jr. Fair rep.

There was no Commission report.

Committee Report - McFarland reported that the Fairest program is trying to get everything ready for State Convention. The committee is also moving the Coronation date as well as moving to a new venue and changing a lot of entry materials.

Old Business:

*Fair Grounds Management* - There was a meeting with Parks and Rec about moving management to the fair but there is a halt in the process because the city is currently working on their budget. There was discussion about city funding and building expenses.

New Business:

*Changing Fair Date* – Keogh made a motion to move the fair dates from Labor Day weekend to the week prior. John Hartman seconded the motion. Heeg asked about the lawyer letter from A&P Carnivals. Jeff Hartman explained that there was a verbal agreement that either party had until the 1<sup>st</sup> of December to break the contract. The contract with them only states that they will host a carnival in the city of Marshfield on the previous fair dates. It is understood after seeking legal counsel that we will not be breaking the contract. The attorney asked if we would be willing to give A&P a \$5000 buy-out. Keogh amended the motion to move the fair date to the week prior to the current date in contingent upon hearing from the attorney that we will not suffer with the contract from A&P to be determined within the next 10 days. John Hartman seconded the amended motion. Meyer-Miller made a comment that the Draft Horse show would not be at the fair if we moved the dates due to a schedule conflict with the Minnesota State Fair. Christiansen mentioned there was a letter sent from the Marshfield Kennel Club that there would be a conflict due to the Kennel Club's show the weekend before the proposed fair dates. There was a discussion about Jr. Fair and the general consensus was that Jr. Fair was in favor of the date change. There were 8 votes in favor and 2 votes against, the motion passed to move the fair dates to the week prior upon hearing from the attorney about A&P. Meyer-Miller expressed concern about the future of the Draft Horse show, Christiansen said that he would look into ways to keep the show.

Keogh made the motion to adjourn and McFarland seconded the motion. The meeting was adjourned at 8:49pm.

Respectfully submitted

A handwritten signature in cursive script that reads "Sara McFarland". The signature is written in dark ink and is positioned above the printed name.

Sara McFarland  
Central Wisconsin State Fair  
Board of Directors Secretary