

# **Central Wisconsin State Fair**

## **Board of Directors Meeting Minutes**

Monday, February 17th at 7:00 PM

**ROLL CALL:** Dale Christiansen, Peggy Sue Meyer, Vicki Selz, Scott Karl, Ken Bargender, Bob Ashbeck, Kara McManus, Megan Kunding, Brian Varsho, Julie Schooley, and Jeff Viergutz.

The meeting of the Central Wisconsin State Fair Board was called to order at 7:04 PM in the Fair office building at the Central Wisconsin State Fair Grounds in Marshfield, WI.

**Public Comment:** No public was present.

**Approval of Minutes:** Minutes from the January meeting were presented. Brian Varsho moved to approve the 01/20/2020 minutes and Vicki Selz seconded, all approved.

**Financial Report:** A copy of the financial report was given to the Board and reviewed. Kara McManus motioned to approve the report, Julie Schooley seconded. All approved.

**Executive Director's Report:** Dale Christiansen updated the Fair Board about the ongoing discussions with the City and the management agreement. The CWSF's Attorney reviewed and approved emails from Dale and will send the information on to the City of Marshfield. Scott Karl motioned to approve turning over the emails to the City, Kara McManus seconded. All approved. The City is looking at moving forward with another three year agreement.

There was a 4-H Extension office meeting. Dale will be going to the Junior Fair Board meeting and will be asking for three members from both boards to form a committee in regards to the Junior Fair Entry. Members from the CWSF Board will include Scott Karl, Kara McManus, and Peggy Sue Meyer. Dale is looking into hiring a part-time person to take on the Junior Fair entry in the Fair office.

**Jr. Fair Report:** Megan Kunding reported that the Jr. Fair board is working on rules as to who can show in the Junior Fair. Children from other counties are coming to the CWSF due to the higher market animal sale prices.

**Commission Report:** Dale attended the County meeting and gave a report to the commission. Dale reported the numbers for the Junior Fair and they were well received. They will be looking at possible adjustments.

**City Report:** Ken Bargender reported that the City is pleased with the records they received from Dale. In April, with the City's reorganization happening, they will be giving pamphlets to new committee members in regards to personal email records requests. It is agreed that we need to communicate better between the Fair board and the City. Ken will give a report during the City's committee reports, but suggests coming to the City Council meeting occasionally.

### **Committee Reports:**

1. **Executive Committee:** There will be a team building event on April 4<sup>th</sup>. Kara McManus is working on securing someone to lead a team building event in the morning from approximately 9:00 AM – 3:00 PM. Julie Schooley made a motion to approve the team building exercise, Kara McManus seconded. All approved to save the date and plan the event.

2. Sponsorship Committee: This committee met before the CWSF Board meeting today and discussed the Steak Feed and the businesses that Dale will be contacting for sponsorship.
3. Marketing Committee: NRG Media and Lamar Advertising came in and made a presentation to the committee. The committee discussed about rejuvenating “Barney” to have during parades, dairy breakfasts, etc. They also discussed posting videos on social media to promote the Fair.
4. Fairest of the Fair: Fliers are ready for the Fairest Breakfast, and the Fairest Committee is asking that all Board members help distribute them around Wood County. The Junior Fairest of the Fair Attendant – Rainna was on WDLB Radio, and both Rainna and the Junior Fairest of the Fair – Maddy did a TV interview with Marshfield Media Access with Kara McManus as the host. They discussed the Fairest of the Fair program, the upcoming Fairest Breakfast, and the upcoming CWSF Steak Feed.
5. Volunteer & Livestock Committee: Scott Karl and Kara McManus requested that the two departments be separated into two committees. The CWSF Board approved. They agreed to find other committee members to help in each department to help them.
6. Buildings & Grounds Committee: Justin Casperson from the Parks & Rec. Dept. and Dale feel that the Junior Fair building is in very poor condition. A Marawood rep. Will be coming to give an estimate on the roof of the building and look over the general shape of the building. Dale reported that the CWSF office is not handicapped accessible and in bad condition, and that a larger building that includes an office may be the way to remedy the needs of both buildings.

**Old Business:**

1. Fair & Non-Fair event Ideas: Dale suggested a BBQ and Beer competition for a non-Fair event. The board is asked to bring other Fair and non-Fair event ideas to the next board meeting.

**New Business:** Julie Schooley made a motion to discuss changing the bylaws for the CWSF Board member’s terms, Jeff Viergutz seconded the motion. All approved.

The current bylaw is that board members serve a three 3-year term with a mandatory one year break. The board discussed the pros and cons on changing this by-law. Scott Karl made a motion to amend the bylaw so board members could serve a 3-year term and could be re-elected every three years with no time off. Brian Varsho seconded this motion. Amendment passed. Motion to amend the bylaw passed a vote after a 9-0 vote.

**Agenda items for next meeting:** None at this time.

**Adjournment:** Bob Ashbeck made a motion to adjourn the meeting and Ken Bargender seconded the motion, all approved. The meeting was adjourned at 8:05 PM.

Respectfully submitted by,

CWSF Board Secretary  
*Julie Schooley*