

Central Wisconsin State Fair
Board of Directors Minutes
November 26, 2018

ROLL CALL:

Present: Jeff Hartman, Sara McFarland, Peggy Sue Meyer-Miller, Dale Christiansen, Lori Salzman, Scott Karl, Bob Ashbeck (County), Sandy Leonhard (Jr. Fair), Jeff Viergutz, Nick Wayerski

Excused: Kara McManus, Jeremy Carolfi

Public: Gary Bymers (7:11pm)

The meeting of the Central Wisconsin State Fair Board was called to order at 7:00pm in the Fair Office at the Central Wisconsin State Fair Grounds.

Minutes were presented. Meyer-Miller made a motion to accept the minutes and Leonhard accepted, all approved. Christiansen presented a financial report. Meyer-Miller made a motion to table the financial report and Leonhard seconded. All approved.

Christiansen gave his executive report:

- *Season Passes:* Some have been selling.
- *Executive Director Job Description:* There have been conflicting community views with the separate committees within the fair organization soliciting bids and funds from within the community without the knowledge of the office. It was discussed there was a lack of communication.

Jr. Fair report was given by Leonhard. There was discussion about printing a Jr. Fair book. There is no commission report.

Committee Reports:

- *Draft Horse Committee:* There's discussion of sending out invitations and they're working on sponsorship for a Classic 6 show.
- *Fairest Committee:* No report.
- *Building and Grounds:* Kids have been driving their vehicles and disrupting the parking area near the horse barns. The Round Barn windows are rotten and there was a request to get a quote.
- *Fair Park Management:* There have been 12 different quotes sent out for events and 5 contracts that have gone out. The Marshfield Community Auction is this weekend in the Jr. Fair Building. There was discussion with the city about concrete barriers for the softball parking lot. The furnaces for the Jr. Fair building needed maintenance and are now functional. Winter storage is fairly full.
- *Sponsorship:* Christiansen is working on updating the sponsorship program. They are also working on a Thank you/Season's Greetings card to our past sponsors.
- *Marketing:* There will be a marketing committee meeting on Thursday 18 October at 6pm. WAXX was offering a radio ad special. Ken Heiman reached out that Farm Tech Days had some grants available soon that we can potentially apply for.

Old Business:

- *Ticket Pricing:* There was a miscommunication when it came to the increase in the season tickets.

- *Grandstand Seating:* We can get 3500 people in the grandstands at max capacity, but for guest comfort it would be best to have 3200 seats. Last year 1000 chairs cost \$1800 to rent but we got a \$2900 bid because of a cleaning fee due to the mud.
- *Committee Volunteer Update:* No report.
- *Budget 2019:* Work in progress.

New Business:

- *Director Re-Elections:* Jeff Hartman, Jeff Viergutz and Peggy Sue Meyer-Miller's terms will be up for re-election.

Agenda items for next meeting: Committee reports, Elections, Budget 2019.

Ashbeck made a motion to adjourn and Wayerski seconded the motion. The meeting was adjourned at 9:01pm.

Respectfully Submitted,

Sara McFarland
Central Wisconsin State Fair
Board of Directors Secretary