

# **Central Wisconsin State Fair**

## **Board of Directors Minutes**

Monday, July 15<sup>th</sup>, 2019 at 7:00 PM

**ROLL CALL:** Dale Christiansen, Peggy Sue Meyer-Miller, Vicki Selz, Jeff Viergutz, Nick Wayerski, Scott Karl, Chris Jockheck, Bob Ashbeck, Sandy Leonhard, Eric Voight, Jeremy Carolfi, Julie Schooly, and Brian Varsho.

The meeting of the Central Wisconsin State Fair Board was called to order at 7:03pm in the Junior Fair building at the Central Wisconsin State Fair Grounds.

**Public Comment:** The following members from the public spoke to the board in regards to not having the All Things Wild White Tiger Exhibit come to the Fair: Megan Nickolson, Tom Witzel, Tom Butke, Jesse Robus, David & Mary Bjarnason, and Brynja Bjarnason.

**Approval of Minutes:** Minutes from the June meeting were presented. Sandy Leonhard made a motion to accept the minutes from the 06/15/19 board meeting and Jeremy Carolfi seconded, all approved.

**Financial Report:** Finance and profit and loss reports for the Fair and Fair Park Management accounts were given to the Board. Jeremy Carolfi made a motion to accept the financial report and Scott Karl seconded, all approved.

**Executive Director's Report:** Dale Christiansen updated the Fair Board on the Steak Feed which was July 11<sup>th</sup> in the Junior Fair Building. There were 74 meals sold for this event. The CWSF Entertainment booklets are now available for distribution to the public. CWSF Raffle tickets are also available for Board Members to sell to the public. The Fair office is actively looking for non-profit or service groups to work at the Fair gates. The Knoll Barn was recently remodeled with new gravel, ties, electric, and center wall were all updated. The CWSF Train needs some major repairs before the Fair starts, which are currently in the works. Horse Powered Weekend went well. Draft Horse Show was that Friday – Sunday, Semi Show started on Friday afternoon – Sunday with a parade on Sunday evening, and the Parish Pull on that Friday. There was a large positive feed back on the Semi Show new parade route. Dale also touched on the other multiple events that are scheduled to come in and are utilizing the multiple buildings on the grounds.

**Jr. Fair Report:** Sandy Leonhard reported that the Junior Fair Board met and have agreed to give out 2 scholarships this year. Junior Fair is interested in helping with the improvements on the Round Barn doors, and would like to know what they can do to help with the project. Superintendent workshop will be at the Experimental Farm. The Junior Fair Board would like to update the internet on some of the barns for the Fair, and updating the beef scale.

**Commission Report:** There was discussion with the Historical Society about replacing the Round Barn windows.

### **Committee Reports:**

1. **Draft Horse Committee:** Everything went well this year. There was discussion with the Semi Show about future plans.
  - Horse Pull: Everything is ready for the Fair. No additional news at this time.

2. Fairest Committee: Fairest and Jr. Fairest attended the Draft Horse Show, and have started a new program: reading to kids at the local libraries and leaving the book behind, which is signed by all the Fairest girls.
3. Building and Grounds: The Junior Fair Building has had some roof issues. There was serious from the harsh Winter season causing damage to the AC units and major roof damage. The Fair office is working with Justin at the Parks & Recreation Department to address these issues. The holes have been temporarily patched to prevent further issues. Justin suggested an inspection of the building before moving forward with any major building repairs. With the newer Flowerbed Folly Contest, many of the flowerbeds have been taken care of by local youth organizations. There has been a large amount of red mulch that was donated to the Fair by Hay Creek Pallet Co. and will be used in the flowerbeds and other areas as needed around the grounds.
4. Sponsorship: Dale is working on getting more sponsors for the Fair. He is also working with Ken Heiman on a project to help bring in more sponsors in the future.
5. Marketing: There will be 7 Fair billboards going up very soon. Radio and TV commercials are being pulled together for the Fair and for the Bull Ride.

#### **Old Business:**

1. The Awakening: No new news to report at this time.
2. Steak Feed Update: The CWSF Steak feed was well attended and the auction went well. The left over food was donated to St. Vincent De Paul Center. Hewitt's Meats is interested in catering for the future
3. White Tiger Exhibit: Dale Christiansen researched All Things Wild and in speaking to other events that have had them or were planning on having them, he is confident in the organization that is scheduled to be at the Fair. Chris Jockheck made a motion to have further conversation about canceling the White Tiger exhibit and Vicki Selz seconded the motion. Further discussion was had by the Fair Board. Chris Jockheck made a motion to postpone the decision to cancel the White Tiger Exhibit for two weeks, and Sandy Leonhard seconded the motion. The next CWSF Special Board Meeting was set for July 29<sup>th</sup> at 7:00 PM.

#### **Agenda items for next meeting:**

1. Fall Steak Feed

**Adjournment**: Bob Ashbeck made a motion to adjourn the meeting and Nick Wayerski seconded the motion, all approved. The meeting was adjourned at 8:18 PM.

Respectfully submitted by,

CWSF Office Administrator  
Ashlee Sayre

CWSF Secretary  
Nick Wayerski