

CWSF Board of Directors Meeting Minutes

Monday, March 23rd, 2026, at 6:30 PM – Fair Office

513 East 17th Street, Marshfield, WI 54449

Call to Order: Sandi Leonhard called the meeting to order at 6:32pm

Roll Call: Dale Christiansen, Gary Bymers, Brad Hamilton, Joyce Karl, Scott Karl, Kate Kohl, Dave Lang, Heather Wellach, Rob Wiskerchen, Sandi Leonhard, present via Zoom: Peggy Sue Behselich

Not present- Nick Wayerski, Andrew Reigel

Public Comments: none

Approval of Minutes: Motion by Gary Bymers, 2nd Rob Wiskerchen to approve minutes as presented. -unanimous approval

Financial Report:

Park management- report presented- Ask from Commission to separate out – Gary moved 2nd by Scott Karl to accept the initial draft with more input to be talked about later in meeting. – no further discussion- Unanimous approval.

Fair Financial report- Difference in numbers is related to release date and ticket sales. Motion by Gary Bymers, 2nd by Scott Karl to approve treasures report as presented. - unanimous approval

Executive Director's Report: Dale spoke about District convention and how he presented on fair management. This was well received.

Ambassadors stopped by during their meeting to introduce themselves. Jessica Lindow started as one of our SR ambassadors with emphasis on working with kids during the fair. Ericka Sleznicow SR ambassador exhibits dairy and sheep at the fair. Favorite thing about fair is growing with the dairy program. Lyra VanHoof- SR ambassador- favorite thing at the fair is seeing the other showman grow and succeed- Alyssion Connetor- Sheep and beef- LOVES little bridges, Justine Lindow- shows a lot! dairy and meat goats are her favorite states she loves being in the show ring.

Melissa coordinator with Haylee talking about etiquette and team building- fair has tik tok now – videos to come!

The board also went around and introduced themselves with a highlight on what their favorite part of the fair is.

Sandi Leonhard president expressed that people watching and seeing the fair goers smile was her favorite part.

Dave Lang Vice president is very involved with Dairy and animals, leads dress an Animal previously dress a cow. Enjoys encouraging the exhibitors to be their best in and out of the show ring.

Gary Bymer- has been around the fair for many years. His focus now is working on building and grounds leads the go cart group helping transport people around the grounds to enjoy the fair in style.

Joyce Karl- highlighted her work with of Wonders Of Wisconsin with Cheryl. A growing area with a highlight on education.

Scott Karl- has also been a staple at the fair for many years. His love of the fair is evident in his volunteering and ability to help in all areas of the fair.

Rob Wiskerchen- new to fair board this year – involved with Market Sale and expressed his encouragement to grow with the fair and help where he can.

Katelyn Kohl- is our Jr Fair representative and the horse superintendent. She has a great love for the fair and youth.

Heather Wellach- current secretary. She expressed being a 4-H leader and involved in all things fair. Just a general enthusiasm for what the fair can teach all of us especially life skills for the youth.

Dale Christiansen – leader of this crew shares in the love of watching people enjoy themselves at the fair. He also stated that it is a labor of love doing this Job.

Commission update- Maintenance is currently designated out by simple projects discussion about separating out difference between time and working to develop a report that captures the divide.

Junior Fair Report: Kate Kohl- signage. Hockey building – fair board ask to purchase a blower. No decision made at this time. Discussion on barn clean out and chains across doors. Superintendents looking for Judges. Garbage cans down by Pats barn. Fair book changes submitted.

Discussion about the leaf blower and taking it livestock committee meeting to bring forward with a suggestion of type and more details.

Fair update: Hairball released unkind remarks on Facebook, Hairball is selling well fair board is confident in the decision to keep them coming back. Significant time is put into trying to find this music entertainment. Rise in gas prices and stage costs will impact the fair. Great new food vendors.

Topics to be Discussed:

Executive Committee- did not meet

Sponsorship Committee- New Flyers approved. New sponsorship goal set.

Market Committee- Utilizing resources to promote music entertainment releases.

Volunteer Committee- Volunteers are coming in. People calling to request

Livestock Committee- Meeting 630 pm Sr High – Motion by Gary Bymers to keep swine show terminal Dave 2nd – no further discussion -unanimously approved

Draft Horse Committee- Naming sponsor obtained – working on more sponsorship

Building and Grounds Committee- Rob Wiskerchen and Gary Bymers have a presentation that was done for the commission meeting. Presented sewer proposal for pig wash rack issues and future building planning. Motion made by Gary Bymers to spend up to 25,000 dollars on the sewer project 2nd by Dave Lang – unanimous approval. Transformer pad being poured and put in early this spring.

Fair Park Management- Our three-year lease runs out this year. Initial agreement with the amount given was in 1983. Itemized statement and more follow up to come

Rob brought up that a business plan creation is a full time Job. Suggested perhaps bring in another personnel/consultant to help grow this and pull the numbers together. Looking at that financial impact and ability to support additional individuals.

Old Business: Code of Conduct- Presented – motion by Rob Wiskerchen 2nd by Joyce Karl – unanimous approval. This will be located on our website and sighted in the fair book. Dale to investigate the follow up procedure for the board this may already be in our records .

New Business:

Committee Assignments- Sandi reviewed Committees and assignments-

Marketing Committee- Dale Kathy Tia Sierra

Sponsorship Committee- Kara Rob Peggy Sue

Live Stock- Dave Heather All animal superintendents

Volunteer Committee- Sandy (Bar) Kara (gates) Shelby (grand stand) Gary (carts)

Fair Park and Grounds Management- Dale, Nick, Scott, Rob

Events- Joyce, Sandy, Marion, heather

Fairest- Melissa, Hailey, Heidi?

Nominating- Sandy

Born to Dairy / Cheeselandia Event Follow-Up- Outline presented. Dale to follow up with Board via email to kick off. This event is to grow participation and partnerships within the community.

Agenda Item for next meetings. – Born to Dairy, Committees, Code of conduct/chain of command, Contact list per building

Adjournment: Motion by Gary Bymers 2nd by Dave Lang to Adjourn meeting- unanimous approval 902pm