

CWSF Board of Directors Meeting Minutes

June 17th, 2024 AT 6:30 PM

Fair Office - 513 East 17th Street Marshfield, WI

ROLL CALL: Dale Christiansen, Gary Bymers, Scott Karl, Sandy Leonhard, Derek Wehrman, Brad Hamilton, Heather Wellach, Joyce Karl, Peggy Sue Behselich, Nick Wayerski

Not Present: Kari Schwingle (approved), Jeff Viergutz (Absent) Kara McManus (approved)

The meeting of the Central Wisconsin State Fair Board was called to order at 6:34pm in the Fair Office building at the Central Wisconsin State Fair Grounds in Marshfield, WI.

Public Comment: None

Approval of Minutes: Minutes from April were presented and reviewed. Brad Hamilton made a motion to approve the minutes. Gary Bymers seconded. All approved.

Financial Report: April & May financials presented and reviewed. Gary Bymers made a motion to approve financial report Derek Wehrman seconded. All approved.

Executive Report: Dale would like to schedule a meeting to update the 5 year plan for continued growth of the Central Wisconsin State Fair.

Junior Fair: Jr. Fair books are printed and being distributed. The Jr. Fair Board approved to build white shelving to be used in the hockey building. They are using the donated Wood County Horse project money to purchase updated scanner that will be used during fair. Jr. Fair board asked for a \$150.00 donation from the Fair board to be put toward the superintendent training. Jr. Fair entries close on July 15, 2024. The Junior Fair thanked the Fair board for donating the Jr. Fair leader passes.

Fair Update: Merchandise and vendors contracts coming in. Food vendors are set with the exception of trying to find a Mexican Food option. Merchandise vendor will be expanded to line 17th street once people enter the Fair. Moving forward our merchandise vendor building will be referred to as: Expo 1, Merchandise and the Jerry Lang 4H will be Informational. Grandstand ticket sales are going well. Ticket sales for Dylan Scott and Daughtry are going well; Daughtry only has 100 VIP tickets left. Hairball continues to sell tickets. Hot glass is coming to this year's fair.

Sub Committee Reports:

Executive: Did not meet

Sponsorship/Marketing: Sponsorships have increased this year from 2023 with many new sponsors. The entertainment guide is finished and submitted for typesetting, proof coming shortly. Bulletin boards have been updated. NRG Media geo-fencing ended in May. Streaming TV ads are starting shortly. Hand out materials, posters or something advertising the acts for fair was asked to be ready by Dairy fest next year.

Fairest of the Fair: Fairest have attended many dairy breakfast events and the Pittsville parade. Events yet on the calendar are Vesperoma Days, and Hub City Days. Actively seeking a new chairperson to take over the program.

Volunteer: Volunteer spots are starting to fill. We need of help yet for entry gate G and grandstand scanning Thursday, Saturday and Sunday.

Livestock: Has contacted Marshfield Vet regarding bird flu. Marshfield Vet is advising exhibitors to only bring dry cows to the fair if any. The blacktop was put down by wash rack, rain gutters have been installed on show palace and a new tie railing and ring to hook halters on have been installed.

Draft Horse: It was discussed to bring in a 10 horse hitch for Saturday night. No cost to the fair to bring them in as they get their own sponsors. Draft committee asked to have the pull prize money increased. With a sponsor promised, increase was granted for 2024. Question was presented to possible allow beer sales at the draft show in 2025. The fair license would need to be updated to reflect the change.

Building/Grounds/Improvements: Electrical panel being installed in the campground. Horse barns, arena and campground will be complete for Fair owned property. City owned property is a work in progress. The power source behind the curling club is shut off. There may be need to bring in a generator to power that area. Round barn will receive a fresh coat of paint before fair.

WOW Committee: Sharon and Joyce are finishing up details for the wow. They have many great demonstrations set during fair

Fair Activities and Contest: Pedal Tractor sponsor is confirm and set for Saturday and Sunday 1pm. Tractor were picked up and gone through to work properly.

Flower bed folly is set to be judged by the Mayor on Tuesday

Signage request have been requested and asked to provide quote for what is needed.

Business after 5 is set again for 2024.

Scholarships: \$1,000 and a \$250 were discussed.

New Business: Convention Update: No new business.

Next Agenda:

Business after 5

Signage

Scholarships

Fair clean up/work day

Next Meeting: July 15th, 2024.

Adjournment: Derek Wehrman made a motion to adjourn at 8:10 pm. Peggy Sue Behselich seconded. All approved.

Respectfully,

Sandy Leonhard