

CWSF Board of Directors Meeting Minutes
Monday, December 16th, 2024 at 6:30pm – Fair Office
513 East 17th Street Marshfield, WI 54449

1. **Roll Call:** Dale Christiansen, Gary Bymers, Brad Hamilton, Joyce Karl, Scott Karl, Kara McManus, Peggy Sue Behselich, Sandy Leonhard, Derek Wehrman

2. **Not Present:** Nick Wayerski (excused) Heather Wellach(excused)

The meeting of the Central Wisconsin State Fair Board was called to order at 6:30pm in the Fair Office building at the Central Wisconsin State Fair Grounds in Marshfield, WI.

3. **Public Comment:** Melissa Brown spoke about Fairest of Fair Program.

4. **Approval of Minutes:** Minutes from November were presented and reviewed. Brad Hamilton made a motion to approve the minutes. Derek Wehrman seconded. All approved.

5. **Financial Report:** Yearly report was given for 2024. Concessions sales from Lions and American Legion beer sales have come in. Expenses included forklift and tables that needed to be replaced. Gary Bymers made a motion to approve the financial report. Brad Hamilton seconded. All approved.

6. **Executive Director's Report – Dale Christiansen:** Dale has spoken with Don Kerper, the consultant about how we can grow and improve participation of the board. Each board member received a copy of the on boarding manual and all board members are encouraged to go through what we have in place. As the fair grows our needs for more involvement grows.

State Convention is January 5-8 at Chula Vista Resort. Gary Bymers, Sandy Leonhard, Hailey Sternitzky will be attending with Dale Christensen. Corner Stone Church will be honored as Service Group of the Year.

7. **Junior Fair Report:** Junior Fair Executive Board was named, Megan Kunding, President.
Josh Sabo-Vice President.
Kate Kohl will be the Junior Fair Representative to the board.
The fair book will be updated in February.

8. **Fair Update:** Fair Entertainment has been discussed and mostly set. All days are scheduled with final act being negotiated for Saturday.

Tuesday-Brady Lee, Wednesday- Kris Koeze, Thursday-Hairball, Friday Justin Moore, Saturday- TBA, Sunday -Bull riding.

The geofencing continues to help with ticket sales for Justin Moore. Season pass sales for Christmas have been solid with the increase of \$5.00.

9. **Fair Park Management**-Commission meeting on Thursday 12/19. Requested Dale speak with grant writer. Nikolai Construction will draw up plans for a new barn and will be adding air and heat to the bid. Dale has also joined the Agri-Business committee.

10. **Building and Grounds**- Junior Fair building has been booked throughout the month of December. Furnace has been an issue for the 3 buildings that will need to be replaced.

11. **Fairest of the Fair**- Melissa asked the board if funds could be increased for 3 Ambassadors and 1 Fairest of the Fair. Motion was made by Brad Hamilton and seconded by Kara McManus. All approved.

12. New Business:

a. **Scholarship** was discussed and is now considered by the board to re-introduce with criteria for what participation would look like as criteria. Board will be discussing at next meeting.

b. **New Officers were installed:**

President-Sandy Leonhard

V.President-Kara McManus

Secretary-Heather Wallach

Treasurer-Joyce Karl

Onboarding was discussed and all board members were asked to go through the manual that was given to each member when they joined the board. The president asked each board member to go through the committees and see if there is value or if we should re-evaluate if there is value to the committee.

Each board member was asked to write 3 things they want to do at the Fair next year and 3 improvements that can be made.

13. Agenda Items: Onboarding Manual

Board member items

Scholarship guidelines

14. Next Meeting: January 16 at 6:30pm.

15. Adjournment: Derek Wehrman made a motion to adjourn at 8:02pm. Scott Karl seconded. All approved.