

Central Wisconsin State Fair  
Board of Director Minutes  
December 18, 2017

**ROLL CALL:**

Present: Jeff Hartman, Sara McFarland, Scott Karl, Peggy Sue Meyer-Miller, Bob Ashbeck (County), Dale Christiansen, Tim Heeg, Dave Urban,

Absent: Jason Zaleski (City), Sandy Leonhard (Jr. Fair), Jeremy Carolfi, Andy Keogh, Jeff Viergutz

Public Present: Lori Salzmann, Shelly Messick

The meeting of the Central Wisconsin State Fair was called to order at 7:38pm in the Fair Office at the Central Wisconsin State Fair Grounds.

Ashbeck made a motion to approve the minutes and Meyer-Miller seconded them. The financial update was given by Christiansen. \$4000 of advanced ticket sales have been purchased. The Paypal from the bull ride was not being put directly into the bank account in the amount of \$9,000. That money has been used to help pay bills. There is roughly \$14,000 in outstanding bills and roughly \$8,000 in the checkbook. It was determined that the county can not release the funds until January. Meyer-Miller made a motion to approve the financial report and Karl seconded. All

Christiansen gave his executive report.

- The fair dates have been changed and the carnival contract has been signed for a 1 year contract with a 2 year option at the end of the first year. A&P determined that they would settle for \$50,000, the response was that they we would not provide a cash settlement. They have been notified that we have changed our fair dates and they can set up the week they are contracted. If they file a lawsuit, we are not in breach of contract because of the lack of specifications in the contract. Our lawyer stated that we could file a nuisance fee against them.
- There have been many positive remarks from the public behind changing the fair date.
- There is a sponsorship package put together and have been meeting with business.
- We are looking to bring in a high dive group out of Minnesota for a free-event on the grounds during the fair. It is a \$20,000 show for the week. It will not be booked unless there are sponsorship dollars for it. There is no other act like this in the state of Wisconsin.
- The Fair theme is "Can't Miss This."
- There is a draft for a 3-year deal with the city for the management of the grounds. To continue with this deal, the city wants a fair grounds campus master plan. The cost of the surveying for the master plan is \$12,500. The city, county, and development services are willing to each sponsor \$3,100 leaving \$3,125 for the fair to cover. The fair commission has been concerned about the change of management in the office. Heeg made the motion to pay the \$3,125 for the campus master plan and Meyer-Miller seconded the motion. It unanimously passed. There has been some discrepancy over money with the city with how much of the maintenance and personnel budget we acquire. Justin Kasperson mentioned that there is hope that the fair will take over management by mid-January or February 1.
- There was disappointment after the last meeting that the information on the date change was on the radio right away the next morning, along with false information that was broadcasted.

There was no Jr. Fair report. Ashbeck commented on the commission meeting.

**Committee Reports –**

*Fairest* – McFarland gave a report. The 2018 coronation will be held at Hotel Marshfield on April 12<sup>th</sup>. There will also be a Pancake feed fundraiser at the American Legion on April 8<sup>th</sup>. The next meeting will be January 24<sup>th</sup> at 6:00pm.

*Building and Grounds* – Karl mentioned that Market Sale Committee wants to potentially expand Pat's barn to put the beef in as well as putting permanent animal gates. All animals in Pat's barn and the beef barn would switch barns. Otherwise to put in new pens and gating to make it collapsible to use the barn for winter storage options. There was also discussion about fixing the wash rack by the hog building to fix water drainage and new fencing. Salzman asked what the correct proceedings were for Jr. Fair or Market Sale to get bids for projects. Christiansen requested to inform him beforehand so he knows.

Old Business:

*New Ticket Prices/Proposals* – Tabled for next month's meeting. Christiansen will gather information on potential grandstand acts. It was mentioned that there may be lawnmower races or the Big Air show for Tuesday night entertainment. Wednesday-Friday would be music acts. Wednesday night Home Free was declined because of a European tour. Saturday would be a monster truck show due to the Loyal Cornfest having a truck/tractor pull. Sunday would be a demo derby. There was a discretion in topic so McFarland called a point of order and Meyer-Miller seconded the motion.

*Grounds Update* – Urban stated that he will consider the banner flags for designs and present it to the 4-H Leaders Association. He will bring back more information later.

New Business:

*New Member Voting* – Shelley Messick introduced herself and gave a bio. Lori Salzmänn gave a short bio. McFarland and Meyer-Miller counted votes. Our new directors are Lori Salzmänn with 5 votes, Tim Heeg with 4 votes, and Dave Urban with 5 votes.

Meyer-Miller made the motion to adjourn and Heeg seconded the motion. The meeting was adjourned at 8:58pm.

Respectfully submitted

A handwritten signature in cursive script that reads "Sara McFarland". The signature is written in dark ink and is positioned above the printed name and title.

Sara McFarland  
Central Wisconsin State Fair  
Board of Directors Secretary