

CWSF Board of Directors Meeting Minutes

May 16th, 2022 AT 6:30 PM

Fair Office - 513 East 17th Street Marshfield, WI

ROLL CALL: Dale Christiansen, Gary Bymers, Kari Schwingle, Scott Karl, Sandy Leonhard, Vicki Selz, Peggy Sue Behselich, Bill Clendenning, Jeff Viergutz, Rachel Kellner, Joyce Karl, Heather

Not Present: Kara, Dave Urban, Nick Wayerski

The meeting of the Central Wisconsin State Fair Board was called to order at 6:32pm in the Fair Office building at the Central Wisconsin State Fair Grounds in Marshfield, WI.

Public Comment: None

Approval of Minutes: Minutes from March 2022 were presented and reviewed. Gary Bymers made a motion to approve the minutes. Vicki Selz seconded. All approved.

Financial Report: We were able to get some State aid to help pay premiums. New computer was purchased for back office. Purchased new fork attachment for the skid steer and some leveling drag. Vicki Selz motioned to approve. Scott Karl seconded. All approved.

County Report: Bill Clendenning is new County representative for the board. Was on fair commission in the past.

City Report: Unsure of new city representative.

Commission Report: None

Executive Report: New hire in the office, Rachel Kellner – we are happy to have you! Will be working on the online ticket sales among many other administrative and marketing roles.

Thank you Kara and Sandy for your help during the transition of an office associate! You two are wonderful! Welcome to Bill Clendenning as well! Still waiting to hear who the City representative and City Fair Commission members are.

Junior Fair: Will meet this Wednesday and have a report at the next meeting.

Fair Update: Working on food vendor contracts and merchandise vendor contracts. Rachel will be brainstorming some new ideas for this. Ticket sales are going well on all Grand Stand shows. We are looking for more help throughout the many fair exhibits from the Extension. Some examples, WOW tent, head sets, etc.

Committee Reports:

Executive: Did not meet

Sponsorship/Marketing: Sponsorships have been coming in slowly. Will be addressing the timeline of the booklet ads. The goal is to have the groundwork laid to move successfully forward this year.

We have a raffle for this year - some autographed athletic gear.

Fairest of the Fair: Will be meeting tomorrow night and will be working on the Dairy breakfasts.

Volunteer: Will be meeting Monday at the fair office to discuss.

Livestock: Did not meet – come up with a plan for animal waste for cattle (possible volunteer)

Draft Horse: Did not meet – looking to schedule.

Building and Grounds: Trying to get bids for new wash rack – able to use it once more for this year. Getting prices on the length and concrete of the building and possibly quoting out a roof. Multiple companies offering to help sponsor some of these projects. Updated sign is in progress.

Park Management: Street project and electrical work is getting a bit held up. Need to get clarification on what is fair property and what is city property. Water/Sewer has been completed/upgraded. Fence by hockey building is rolled up, new fence will be installed between campground and master gardener shelter. Round barn windows are being bid out and looking like a next year's project.

New Business: WOW tent committee – looking for more members. Will have a meeting on Monday, 23rd at 5pm. Will be coming up with some ideas to really make an impact. “Edu-tainment” opportunities – one day events, paintings, things to draw people back. Agri-Business Council would be great to get more involved in the fair.

Track will be getting prepared for upcoming events. Fishing tournament was cancelled for this year due to the street project and complications bringing boats through.

Next Agenda: Looking to have a raffle update by next agenda. Selfie-area to promote being at the CWSF. Scavenger Hunt to be linked to the Junior Fair. Marshfield 150th Anniversary. Signs to get people to the hocking building (follow Frank the Fair Pig). Bartending licenses.

Next Meeting: June 20th at 6:30PM

Adjournment: Bill Clendenning made a motion to adjourn at 7:32pm. Scott Karl seconded. All approved.

Respectfully,

Kari Schwingle