

CENTRAL WISCONSIN STATE FAIR
BOARD MINUTES
October 15, 2012
7:30 PM

Meeting was called to order by President Wayne Schulz at 7:32 p.m.

ROLL CALL:

Present: **Board Members:** Wayne Schulz, John Garbisch, Bob Ashbeck, Gary Bymers, Ron Meyer, Larry Gilbertson, Bruce Thorson, Tim Heeg, Ed Wagner, Andy Keogh, Dennis Stroetz, Melissa Gerlach, and Gary Cummings

Executive Secretary/General Manager: Carol Kerper

Absent: **Board Members:** John Spiros, Dan McGiveron, Bob Halle, and Todd Anderson

Motion was made by Dennis Stroetz, seconded by Ron Meyer, to accept the September 17, 2012 minutes. Motion carried.

Committee Reports:

Junior Fair/Market Animal Report – Ron Meyer

Junior Fair:

A meeting was held on September 19. A spreadsheet that showed the number and types of entries for the past four years was distributed. Housing locations of various animals was discussed. Gardner Trucking purchased a chicken at the Market Animal Sale and the money from the sale was donated to the Junior Fair Board. Swine health papers were not on the fairgrounds and need to be in the Junior Fair or Fair office on Tuesday evening before the fair begins. Some pigs that were light in weight were allowed to be weighed twice. Reweighing is not allowed and will be discussed further at the Market Animal Sale meeting. A dairy meeting will be held on October 30.

Market Animal – Larry Gilbertson

A meeting was held on September 26. Two hundred and ten bidder tickets were sold for the Market Animal Sale. The unused red animal gates that were stored in the Alba Bump barn were sold and the funds put into the Market Animal Sale account. The purchase of a sheep scale was tabled until a later date. Dates were selected for holding weighins. Discussion took place on putting milking shorthorn cattle under the Dairy Beef class. Allowing one hog entry per child in each family and one floater hog was discussed.

Draft Horse – Dennis Stroetz

A meeting was held on September 21. Income and expenses from the 2012 Draft Horse Show were reviewed. Additional committee members are being sought. Committee would like more advertising and promotion in 2013. Assistance is needed with set up and tear down of stalls for the show. A major sponsor of the show will be sought for 2013. A summary of premium sponsor dollars received and hitch premiums spent for the last five years was reviewed. Motion was made by Gary Bymers, seconded by Larry Gilbertson to deposit the funds donated from popcorn sales for the construction of a horse barn into the horse barn account. Motion was made by John Garbisch, seconded by Gary Bymers to amend the motion to deposit the funds into a separate savings account. Amendment to the motion passed. Amended motion passed.

Buildings/Grounds/Long-Term Planning Committee – Ron Meyer

A meeting was held on October 3. Discussion took place on the Fair Commission's planned improvements of the Round Barn and Expo I buildings. Committee listed the project priorities for each building as follows:

Round Barn - Electrical deficiencies

Concrete repair (feasibility of rerouting of sump pump included)

Expo I - New roof installation with parapets

Upper window replacement

How would the windows open?

Would having each third window be operational be better and less costly than having every window be operational, while still providing adequate ventilation?

Soffits and fascia

Interior painting

Future use of the grounds was discussed. It was agreed that construction of a third horse barn or livestock barn will not be taking place until the fair's line of credit has been paid down significantly. A suggestion was made that poles with signage be installed in each parking lot during the fair to designate the name of the parking lot. Sponsorships could be sold for parking lot naming. A permanent or portable stage for the grandstand area was discussed. Other fairs in the area may have an interest in funding this project as a partnership. Research will need to be done on construction design, portability, setup, etc. Construction of a wash rack in 2013 is a possibility with the use of funds donated by the Junior Fair and Market Animal Sale Committee, and funding and labor provided by the Holstein Association.

Advertising Committee – Gary Bymers

No meeting.

Sanitation/Safety, Signage/Parking Committee – Dan McGiveron

No meeting.

Livestock Committee – Tim Heeg

No meeting. A November meeting will be held. A separate savings account will be set up for funds contributed for construction of a future dairy barn.

Vendor Relations Committee – John Garbisch

No meeting.

Non-Fair Activity Committee – Carol Kerper

No meeting.

Fairest of the Fair Committee – Carol Kerper

No meeting.

Grandstand and Other Entertainment Committee – Carol Kerper

A meeting was held on September 23 to discuss 2013 grandstand entertainment selection. It was decided to again have four evenings of national entertainment in 2013. A meeting was held with Jayson Promotions on September 28. A final selection was made for grandstand entertainment. We have received notification that our Thursday evening selection has confirmed to perform.

A meeting with Brian of the Vox Concert Series was held on October 10. He is willing to research price lists for national entertainment. He is also willing to book a grandstand performer for Sunday evening of the fair if approved by the Board.

Motion was made by John Garbisch, seconded by Andy Keogh, to accept the committee reports. Motion carried.

Manager's Report: Carol Kerper

Personnel from Marshfield Utilities and Wisconsin Focus on Energy did an energy inspection of all Marshfield Fairgrounds Park buildings on October 2. The Focus on Energy staff has determined that the City of Marshfield does not qualify for the Small Business Program. However, the Fair Association owned horse barns and the office building that is leased from the City does qualify. An assessment will be received from Focus on Energy and the necessary improvements will be instituted shortly.

A superintendent meeting was held on September 24. Revisions to be made to the 2013 premium book were discussed. Suggestions were made for improvement of staffing, entry day, and other areas.

Carol Kerper has been meeting with business sponsors of the 2012 fair to thank them for their contributions and discuss their continued support in 2013.

The Friesian Keuring took place on September 24 and 25. The Kiwanis Enormous Equipment Playground was held on October 6.

The Wisconsin Association of Fairs District I meeting was held on October 11 in Lincoln County. Carol Kerper, Gary Bymers, and Larry Gilbertson attended. Information was shared on posting for concealed carry and wine sales or tastings by individual fairs. Dept. of Ag., Trade and Consumer Protection updates were given on Statute 93.23 and ATCP 160.

Wrap-up of Fair 2012 continues. We have a few outstanding invoices that we will be receiving payment on and some outstanding bills that we will be receiving soon.

The 2012 Annual Meeting will take place on December 5 at the American Legion Club.

Motion was made by Ron Meyer, seconded by Tim Heeg, to accept the Manager's Report. Motion carried.

Treasurer's Report: John Garbisch

Checking account and line of credit balances were reported. Revision of the financial reports to make them more easily understood will be completed by December 1. When that project is complete various profit centers will be setup so that the Board can more easily see whether a specific event or activity held during the fair is profitable. Motion was made by Tim Heeg, seconded by John Garbisch to set aside up to \$3,000 in funds for hiring an accountant to assist with the revision of the financial reports within 60 days. Motion carried.

Motion was made by Andy Keogh, seconded by Ron Meyer, to accept the Treasurer's Report. Motion carried.

Old Business:

Fair Commission Update – Carol Kerper

A meeting was held on September 19. Permission was given to use the Red Cross room as the fair entry office in the future. This will make the entry office handicapped accessible. Specifications for Round Barn and Expo I building projects were developed so that bids can be requested from area roofing contractors.

Other Old Business:

A letter and copy of the IAFE National Code of Show Ring Ethics will be sent to a Junior Fair parent. The letter will state that her behavior at this year's fair was outside the code of ethics guidelines. The code states that exhibitors who violate the code of ethics demean the integrity of all livestock exhibitors and could be prohibited from future exhibition.

New Business:

Discussion took place on the naming of the milk house and other buildings at Marshfield Fairgrounds Park. Naming of buildings owned by the City of Marshfield is regulated by the Marshfield Fairgrounds Commission. Guidelines were developed in 2011 for naming of buildings located at Marshfield Fairgrounds Park that are owned by the Fair Association. Naming shall be considered for approval if a substantial contribution of generally one-third of the proposed cost of the building is received. The naming must also have strong community support.

Telephones that are no longer used by State Farm Insurance will be purchased for the fair office. The phones in the fair office are not working well, and Verizon personnel state that they are not able to repair them because of their age.

Other New Business:

Carol Kerper has resigned as General Manager. A press release will be published in the Marshfield News Herald. A committee will be formed to review and revise the General Manager's job description and to select a new person for this role. Committee members are Ed Wagner – Chairman, Wayne Schulz, Gary Bymers, John Garbisch, and Bruce Thorson.

Motion to adjourn was made by Ed Wagner, seconded by Tim Heeg.

Meeting adjourned at 9:34 p.m. The next meeting will be held on Monday, November 19, 2012 at 7:30 p.m.

Respectfully submitted,
Carol Kerper