

CENTRAL WISCONSIN STATE FAIR

BOARD MINUTES

April 15, 2013

7:30 PM

Meeting was called to order by President Gary Bymers at 7:30 p.m.

ROLL CALL:

Present: **Board Members:** Bob Ashbeck, Carol Berg-Kappel, Gary Bymers, Larry Gilbertson, Bruce Thorson, Tim Heeg, Marilyn Heiman, Andy Keogh, Gary Cummings, Jeff Viergutz, Dennis Stroetz, (Ed Wagner 7:42pm), (Dan McGiveron 8:20pm)

Executive Secretary/General Manager: Heidi Born-Smith

Absent: **Board Members:** John Garbisch, and John McPherson,

President Gary Bymers called the meeting to order at 7:30pm.

Minutes of the of the March 18th, 2013 regular monthly board meeting were reviewed with two corrections noted. Additionally Tim Heeg questioned the statement in the minutes concerning eliminating one row of animals in the Show Palace now and the final row in 2014. The question was put forth: what is the plan if more animals are entered than housing allows? No answer was given. Andy Keogh pointed out he was not present at the March meeting as was recorded in the March minutes. Larry Gilbertson offered the following rewrite of the first paragraph of new business: "Larry Gilbertson reported that release times on Monday need clarification. Early release is 5:30 for open class animal exhibits for those traveling 50+ miles away. The issue for clarification is the difference in release times between open class animal exhibits of 6:00 pm and the Jr fair animal exhibits of 5:30pm. After discussion concerning traffic flow and how to minimize confusion, it was decided to set the Jr Fair non animal exhibits release time to 5:30 pm, as it is currently, and ALL animal exhibits, open class and Jr fair, to 6:00 pm. A livestock committee meeting should be held with the livestock superintendents prior to the fair, or at least prior to release day on Monday, to reinforce an understanding of these release times."

The minutes were approved as corrected.

Treasurer's Report: John Garbisch --absent.

Report offered by Heidi:

Checking account of \$37,569.27 and the current line of credit of \$178,718.22 balances were reported.

Bruce Thorson questioned why the balance sheet lists a balance of \$142,000 of credit. Heidi commented. The revamp of the bookkeeping programs has created some issues of confusion. The problem goes back to September of 2012. A meeting with an accountant to resolve these issues is scheduled. Andy Keogh suggested a decision should be made as to what financial records we need each month. Tim Heeg and Bruce Thorson volunteered to sit down with Heidi and develop a proposal. Bruce Thorson suggested the Treasurer's report approval be tabled until the May Board meeting when more clarity will be available. Treasurer's report was tabled.

Committee Reports:

Junior Fair: - Tim Heeg

Junior Fair Board met on March 20, 2013. Tim gave a rundown on areas covered at the meeting which included: Release times, fair book changes, audits completed with satisfactory results- Jr Fair, Market sale, and Dairy committees, scrapie tags for sheep need to be kept on file, dairy show changes, Show Palace scheduling, Dress-A-Cow, and animal health requirements of the fair. Jr Fair will not meet in April; next meeting is scheduled for May.

Market Animal Report – Larry Gilbertson

No activity since the last board meeting. The Market Sale Committee will meet on Wednesday April 24, 2013 in the Ag Room at Marshfield Senior High, 7:30pm.

Draft Horse – Dennis Stroetz

Scheduled to meet April 26, 2013

Buildings/Grounds/Long-Term Planning Committee – Larry Gilbertson.

No meeting. Will meet prior to the next board meeting.

President Bymers informed the Board the he and Heidi met with the Fair Commission officers and Ed Engelhart to discuss needed or hoped for projects on the fair grounds. Bymers stated those in attendance were open to helping with some projects. They suggested a long term plan be developed. Bob Ashbeck voiced his frustration/anger with a meeting of a select few from the Commission and not including the entire committee, which left out the Wood County representatives. "It's not fair to the County" Bruce Thorson supported Bob and added his concerns that the Commission doesn't meet on a regular basis. Last meeting was December 19, 2012. Bruce asked what is in their (the Commission) plans. He also suggested painting the rabbit barn and the green barn. Followed was some discussion on the Round Barn.

Dennis Stroetz added that the city of Marshfield will not have the material available, if we wish to add to the pad areas, as last year. They offered to work with us if we wish to expand the pad area.

Advertising Committee – Jeff Viergutz

A meeting was held on April 11. The committee met with the bill board people. The first sign will go up June 25th. Possibilities were discussed: News Herald, Saturday snapshots, sticky notes, flyers, and radio coverage. We will again have a welcome tent, (previously cancelled) and are considering offering the space to the radio stations. Many ideas are being floated. We will do some TV ads, a work in progress. Next meeting is scheduled for May 8th, 1:00pm.

Heidi commented the grandstand sponsorship advertising price was raised by \$500. The sponsors will receive more signage and we will need to make sure the sponsors have more visibility. We also need to work with the radio stations.

Sanitation/Safety, Signage/Parking Committee – Dan McGiveron

No meeting.

Livestock Committee – Tim Heeg

No meeting

Vendor Relations Committee – John Garbisch

Reported by Heidi. Met in mid-March. We will have room for all vendors.

Non-Fair Activity Committee – Heidi Born Smith

Heidi reported we will have the Guernsey show followed by the Liberty Classic. Board members will need to step up to help with change over as the Liberty show follows immediately after the Guernsey show. Tear down is on Tuesday July 23th.

Fairest of the Fair Committee – Heidi Born-Smith

No meeting

Grandstand and Other Entertainment Committee – Bruce Thorson

No meeting.

Motion was made by Ed Wagner, seconded by Jeff Viergutz, to accept the committee reports. Motion carried.

Manager's Report: Heidi Born-Smith

\$38,800. in sponsorships have been received, Bruce Thorson and Heidi will attend the Job fair in Wi Rapids, and the taxes are due tonight at mid night, however, we have not heard back from our accountant. John Garbisch has installed the security system; however, it is not yet functional. The used phones/system we purchased we have discovered is obsolete. Looking into a good used system as new will run maybe \$1800. Forward Financial has called our loan. We are now at \$178,718.22. This dates back to 2006. The bank wants to set up a payback plan of at least \$2800 per month. We received word today that the fair is receiving \$40,000 from the Russ Wenzel estate. Wednesday is Fair Day at the capital. We need volunteers to attend. Lead by Ed Wagner, the discussion moved to a concerning dialog on the calling of our loan. Close to bankruptcy and many other descriptions of the situation were shared by several board members. The high cost entertainment was visited. Tim Heeg offered the idea that we need to use the Wenzel estate money for our line of credit. Heidi suggested we need to have a monthly budget set up which will require about \$8000 per month. .Andy Keogh and Ed Wagner discussed our need for a P and L. study all areas of the Fair. Bob Ashbeck suggested selling off some of our property. Gary Bymers – we need to refinance. Some discussion on how we came to this place, blaming past building projects.

Andy Keogh said that Heidi and the officers should meet with the bank (meeting set for April 24 @ 3 pm) and find out their best offer and report back to the board next month so we came decide how to proceed. No further action was taken.

Heidi continued on with the managers' report stating the \$40,000 is currently going into the general account. The office is conducting a time study on non-fair activities to discover what these activities cost the Association as we receive minimal compensation. Bruce Thorson suggested we look into concert insurance. \$1200 would insure just our grandstand seating for one show. Heidi will come back next month with suggestions. Ed Wagner moved to accept the managers' report; Tim Heeg seconded the motion, the motion carried.

Other Old Business: none

New Business:

During this time Bruce Thorson reported that he attended the zone meeting and gave a brief summary. Heidi gave a report on the district meeting held in Abbotsford. Heidi, Bruce Thorson, and Larry Gilbertson attended. The main topic was for fairs to be proactive on dealing with E-coli issues. A training meeting will be held for all fairs in the state for certification on this issue in November 2013.

A motion by Bob Ashbeck, was seconded, and carried to adjourn.

Meeting adjourned at 9:08pm. The next meeting will be held on Monday, May 20, 2013 at 7:30 p.m.

Submitted by Larry Gilbertson
Recording secretary for Heidi Born-Smith