

**CENTRAL WISCONSIN STATE FAIR
BOARD MINUTES
November 16, 2015
7:30 PM**

ROLL CALL:

Present: Marilyn Heiman, Bob Ashbeck, Larry Gilbertson, Andy Keogh, Rob Posteluk, Jeff Hartman, Sara Schmitt, Mike Feirer,

Other: Adam Fischer-Executive Director

Absent: Keith Kay Jeff Viergutz, Excused: Carol Kerper

Called to order at 7:33pm.

Minutes of the October 19, 2015 Regular Board Meeting Minutes were approved as presented.

Financial Report: Marilyn Heiman. Marilyn directed the board to the balance sheet page and discussion followed. Loan balances were reviewed along with the closing of the property sale with the City. Treasurer's report stood approved as presented.

Executive Director's Report: Adam Fischer commented on the following:

- Reorganization of the UW extension and how this may affect our Jr. Fair
- Capital Improvement fund and a priority list plan
- Marketing committee report: Changing the advertising approach, and the recommendation to combine the Jr. Fair and Open class books with a separate Entertainment Guide. Two books replacing three. Also to do this project in house. The current arrangement with Buyers Guide will see a major cost increase. Discussion followed concerning cost of production and staff requirements doing this in house. It was moved by Jeff Hartman and seconded by Marilyn Heiman to bring the fair books to in house production and to have two books in place of three. Motion carried.
- Adam discussed the issue of paying superintendents and assistant superintendents in open show. As all the livestock superintends take no compensation it is suggested to move to an entire volunteer based open show. Following discussion, Sara Schmitt moved to eliminate paying superintendents and assistant superintendents in the open show. Andy Keogh seconded the motion. The motion carried.
- Adam brought forth an admission price sheet and times proposal for all the various tickets for the 2016 Fair. Discussion. This matter was tabled for more consideration and information to be revisited next month. Jeff Hartman asked how we are coming on getting more help in the office. January we will begin searching for a replacement for Shirley who will be retiring sometime during the next year up through the 2016 Fair. Jeff pointed out this needs to be a priority.

Jr Fair Report: No market sale meeting. Jr Fair: The Dairy committee has given resistance to an accounting of their books. This will be rectified. Sara Schmitt discussed the policies of the Jr Fair Board and how the rep to the Fair Board is chosen. This may be considered for change in the future. Currently the Jr Fair president elect is the rep.

Fair Commission Report: No meeting. Mike Feirer commented a meeting is coming up December 10. Larry Gilbertson informed Mike of the Market Committee's desire to add fan tube ventilation to the swine barn along with eve tough over the hog wash rack.

Old Business: None

New Business:

Jeff Hartman asked about release times for the animals on the last day, Monday, of the Fair. An earlier release time is requested of 2pm. Due to the late afternoon demo derby show an early release would leave the grounds empty for fairgoers to see exhibits before the last show of the Fair. As no consensus was agreed on, this will be revisited next meeting.

Copies of the proposed budget were distributed and Larry Gilbertson walked the Board through line by line. Comments and discussion took place along with the concern with holding to the approved budget. Rob Posteluk moved, seconded by Jeff Hartman to approve the budget as presented. Motion carried.

Mike Feirer discussed the issue of managing the Fair Grounds. This generated comments and discussion.

The Board was reminded the next meeting elections will be held and it is our annual meeting. Jeff Hartman questioned about the attendance policies of the Board. This needs to be addressed in the Bylaws. No action taken.

Jeff Hartman moved to adjourn, Marilyn Heiman seconded, and the meeting was declared adjourned at 9:47pm. The next meeting will be held at 7:30 pm on December 21, 2015.

Submitted by Andy Keogh, Secretary