

CENTRAL WISCONSIN STATE FAIR
BOARD MINUTES
April 21, 2014
7:30 PM

Meeting was called to order by President Larry Gilbertson at 7:30 pm.

ROLL CALL:

Present: Board Members: John Garbisch, Marilyn Heiman, Jeff Viergutz, Gary Cummings, Tim Heeg, Andy Keogh, Ed Wagner, Carol Berg-Kappel, Dennis Stroetz, Bob Ashbeck, Larry Gilbertson, Dan McGiveron, Chris Jockheck.

Executive Secretary/General Manager: Heidi Born-Smith

Absent: Gary Bymers, Keith Kay, Kathy Banks, Melissa Hanke

Guests: Mayor Chris Meyer, Wood County Board Chari Lance Pliml, Hockey Association Members; Scott Berg, Al Neinast, Jeremy Beiler

President Larry Gilbertson asked for introductions from our guests. Following introductions, Larry asked for the Hockey Association to make their presentation.

Scott Berg informed the Fair Board that they are proposing to remodel the rink. Plans include new windows upstairs and downstairs, new carpet, double doors in a new entryway, new benches, new booths and painting the vestibule. The group would like to start remodeling this summer but would be cognizant of our fair usage schedule. The cost will be around \$40,000 - \$45,000 and will be fully funded. Larry Gilbertson mentioned that a modification of the lease agreement could be obtained this year because of the remodeling project. The last modification the Fair Office has on file is dated February 11, 2002. At this time the Hockey Association has not decided to seek renewal of their agreement. A motion was made to approve the presented renovations to the Hockey building by Marilyn Heiman and seconded by Tim Heeg. Motion was approved as moved.

Following the Hockey Association presentation and departure, the meeting began with the approval of minutes. John Garbisch moved to approve the April 21, 2014 meeting minutes. Ed Wagner seconded the motion, the motion carried. The March 31, 2014. Special meeting minutes of the Board of Directors was approved as presented.

Treasurer's Report: **Marilyn Heiman** reported the balances. Moved to approve and motion carried.

Manager's Report: **Heidi Born-Smith** reported on a new show that will be coming to the fairgrounds in 2014 which is the Livestock Breeders Association show. This show will be held the same weekend as the MAKC Dog Show just prior to the Fair. She noted that the Guernsey show has canceled for 2014 only because of conflicting dates. Tickets went on sale April 14th and early sales were at approximately 175 tickets sold to date. Heidi indicated that a new Administrative Assistant was hired but resigned one day later; noting the amount of work was felt to be too involved. Interviews will start for a new Administrative Assistant. Heidi also indicated that the employee title of Media Secretary will be changed to reflect a more current titling which will be Administrative Assistant Tech II which will include website, face book and other media as part of the job description. Heidi indicated that her last day during daytime hours was April 14. However, she would be holding evening hours until her replacement is found. Several additional sponsors have come through and have been retained for the 2014 fair season.

Committee Reports:

Junior Fair: **Tim Heeg** discussed the environmental fee and stated that Junior Fair will be giving the Fair \$1500 to help defer the cost for this year.

Market Animal: **Larry Gilbertson** reported that an adult meeting will be held this Wednesday at the Experiment Farm.

Draft Horse: **Dennis Stroetz** reported that there will be a meeting this Friday night at 7:30 pm at the Fair office.

Building & Grounds: **John Garbisch** stated they will be meeting this Friday at 2:00 pm at the Fair office.

Advertising: **Jeff Veirgutz** noted that the committee has had two meetings. Discussion was held on deadlines, advertising on radio, television and Facebook. He indicated that Brian Sauer offered to provide Facebook advertising for a fee of \$2000 plus \$500 commission. A grant from the Conventions and Visitor's Bureau of \$1000 is available for social media. He also stated that the general public really does not understand costs and how much money it takes to put on the Fair.

Parking & Signage: **Dan McGiveron** No meeting

Livestock: **Larry Gilbertson** No Meeting

Vendor Relations: **John Garbisch** No Meeting

Non-Fair: **Heidi Born-Smith** No Meeting

Fairest of the Fair: **Marilyn Heiman** No meeting

Entertainment: **Heidi Born-Smith** stated that the grandstand entertainment contracts were finally signed for David Nail. We now have Wednesday and Friday fully sponsored.

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

Fair Commission Report: **Bob Ashbeck** reported that four planters in the center court area will be removed and added a letter from the Board to the Commission is recommended. The Round Barn roof will not be finished before October 2014. The Round Barn interior and electric will be looked at shortly. The Junior Fair Building has had some water flooding which is being looked at. The Fair office windows have not yet been replaced. Bob introduced the guests in attendance from Wood County, Marshfield Mayor Chris Meyer, Wood County Board Lance Pliml and newly appointed Fair Board member, Chris Jockheck.

Old Business: None

New Business: A letter has been drafted and signed by the Executive Board authorizing Heidi Born-Smith or the new General Manager the option of withdrawing all funds at Central City Credit Union in the Knoll CD for the Knoll Barn remodel project when needed. Motion was made to approve and carried.

Larry Gilbertson mentioned that the Wisconsin Valley Fair would not be allowing our fair the use of their goat pens in 2014 due to bio security concerns. Discussion was tabled until the next meeting.

Larry Gilbertson stated that the interview committee is receiving and will be reviewing resumes for possible interviews. It was stated that at the special meeting of the board of Directors both Ed Wagner and Bob Ashbeck were tasked to go to the City and County to ask for additional funding to help subsidize the General Manager's salary. Discussion followed.

Gary Cummings announced his retirement from the Fair Board. His position will be filled by Alanna Feddick.

Mayor Chris Meyer and County Board Chair Lance Pliml were in attendance. Mayor Chris and Lance addressed the Board and discussion was held on the long term direction of the Fair and asked how they might help. Several ideas were exchanged and the Board will consider these suggestions in the weeks and months to come.

Meeting adjourned at 9:08 pm.

The next meeting will be held at 7:30 pm on May 19, 2014 at the Fair office.

Submitted by Heidi Born-Smith