

CENTRAL WISCONSIN STATE FAIR

BOARD MINUTES

April 16, 2012

7:30 PM

Meeting was called to order by President Wayne Schulz at 7:30 p.m.

ROLL CALL:

Present: **Board Members:** Wayne Schulz, John Garbisch, Bob Ashbeck, Gary Bymers, Ron Meyer, Dan McGiveron, Melissa Gerlach, Andy Keogh, Bruce Thorson, Dennis Stroetz, and Larry Gilbertson

Executive Secretary/General Manager: Carol Kerper

Absent: **Board Members:** Todd Anderson, Tim Heeg, Bob Halle, John Spiros, Ed Wagner, and Alanna Feddick

Motion was made by John Garbisch, seconded by Gary Bymers to accept the March 12, 2012 minutes. Motion carried.

Committee Reports:

Advertising Committee – Gary Bymers

Minutes from the April 11 meeting were emailed to board members prior to the board meeting. Motion by Ron Meyer, seconded by Bruce Thorson to approve the April 11, 2012 Advertising Committee minutes. Motion carried.

Grandstand and Other Entertainment Committee – Carol Kerper

Dennis Stroetz received word that Levi LaVallee will not be able to appear at the fair on Sunday. Minutes from the April 9 meeting were emailed to board members prior to the board meeting. Motion by Andy Keogh, seconded by John Garbisch to approve the April 9, 2012 Grandstand and Other Entertainment Committee minutes. Motion carried.

Junior Fair/Market Animal Report – Ron Meyer

Junior Fair:

A meeting was held on March 21. Final corrections and changes for the Junior Fair Premium Book were made. An audit will be done of the Dairy and Market Animal Sale financial records when the yearly audit is performed. A list of sponsors will be made available during the fair so that youth can send thank you notes to them. All animal cages, pens, or stalls must display a label with the exhibitors name, club, and animal name on it. The proposed animal wash rack construction was discussed. The Junior Fair is in support of the project but discussion was tabled at this time.

Market Animal:

An adult meeting will be held on April 25.

Draft Horse – Dennis Stroetz

No meeting. A meeting will be held on April 27.

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

A meeting was held on April 11. Future maintenance and repair work on the Expo I and Round Barn will be handled by the Fair Commission. Water drainage of the fairgrounds was discussed. Funding for the proposed

wash rack must be in place before a deadline of May 15 in order to complete the project before the 2012 fair. The project will be tabled for 2012 if funding is not finalized by that date. The goat and llama tent pad has been staked for expansion. Fill material for the project will be provided by the City of Marshfield. Incandescent lighting is being phased out. The future of lighting the fairgrounds and buildings was discussed. Representatives from the Liberty Classic Quarter Horse Show expressed their need for a lunging area during their show. The unused hockey practice arena could be dismantled and two temporary round pens to be used for lunging can be constructed with the ten foot panels owned by the Fair Association. There are some horse barn stalls that need ground holes filled in.

Sanitation/Safety, Signage/Parking Committee – Dan McGiveron

No meeting. An approximate cost for erecting fencing along parking lots 1 and 2 was received. Wayne Schulz will discuss the feasibility of doing this with Ed Englehart. The fencing will be looked at to ensure it is in good condition.

Livestock Committee – Larry Gilbertson

No meeting.

Vendor Relations Committee – John Garbisch

No meeting.

Non-Fair Activity Committee – Carol Kerper

No meeting.

Fairest of the Fair Committee – Carol Kerper

No meeting.

Motion was made by Dan McGiveron, seconded by Melissa Gerlach to accept the committee reports. Motion carried.

Manager's Report: Carol Kerper

Vendor contracts and vendor space payments are being received in the fair office. There are seven vendor spaces available in Expo II, four vendor spaces available in Expo I, and three outdoor spaces available.

Ed Englehart, Sharon Kirm, and Carol Kerper are continuing to work on the 2013 Wisconsin Fur Takers Convention.

Carol Kerper testified on April 9 in Wisconsin Rapids at the preliminary hearing of the two men who attempted to break into the fair office in September of 2011.

The Junior Fair Premium Book was taken to the printer last week. Work continues on the Open Class Premium Book.

Press releases for the Margie Strasser and A&P Enterprises/Central WI State Fair scholarships appeared in the Marshfield News Herald on Friday, April 20.

The Chula Vista Resort is accepting reservations for the WI Association of Fairs Annual Convention (January 6 – 9, 2013) beginning May 16. Inform Carol Kerper if you will be attending.

Prudential Success Realty is holding a spaghetti dinner at the American Legion on May 17 to raise funds for sponsorship of the ZOR Funster Clowns and the Dress-A-Cow competition for the 2012 fair. Board members are encouraged to attend the dinner or volunteer to work.

Ron Meyer, Gary Bymers, and Carol Kerper attended the IAFE Zone 4 Spring Convention held March 26 - 28 in Wausau. There were some excellent workshops held on obtaining sponsorships and team building for board members.

The Wisconsin Association of Fairs District III meeting was held in Mauston on April 12. Ron Meyer, Larry Gilbertson, Bruce Thorson, and Carol Kerper attended. The topic of discussion was the distribution of free gate admission or grandstand tickets and how they are dealt with by each fair. A presentation on fair plantings and how to increase the beauty of the fairgrounds was given by a representative from the Wisconsin State Fair.

Dan McGiveron has picked up and delivered the additional chairs that the Fair Association will purchase.

Recreational vehicles stored in City of Marshfield fairground buildings over the winter were removed on April 14.

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

Treasurer's Report: John Garbisch

Checking account and line of credit balances were reported.

Motion was made by Dennis Stroetz, seconded by Gary Bymers to accept the Treasurer's Report. Motion carried.

Old Business:

Fair Commission Update – Carol Kerper

A meeting was held on March 21. Motion was passed to have the County Attorney draft a ten-year agreement between the City of Marshfield and Wood County. Wood County would agree to give the City of Marshfield \$25,000 per year so that the City can borrow the funds needed to complete Round Barn and Expo I maintenance items. A report of the prioritized projects will be brought to the next meeting.

Other Old Business:

None.

New Business:

Individuals will need to be found to act as crowd control in the reserved seating section during this year's grandstand concerts. The main objective will be to prevent those concert goers who purchased reserve trackside seating from standing in front of the stage. This blocks the view of the concert for individuals who have purchased reserved seats in the front rows. We have received numerous complaints on this issue. The Marshfield Police Department does not assist us with this. A meeting will be scheduled with Chief Jepsen to discuss our needs and discuss issues from prior fairs.

The State of Wisconsin now allows wine sampling and sales at fairs throughout the state. Local wineries will be contacted to see if they are interested in participating at this year's fair.

Andy Keogh has researched options for having a survey done at the entry gates during the fair. The university is not able to do a survey unless it is on the curriculum as part of a class. There are individuals willing to do a survey for a fee. Additional exploration will be done on this.

The involvement of board members in getting fair sponsorships was discussed. Most festivals and events have a number of individuals who work on obtaining sponsorships. Board members will be given sponsorship information and are encouraged to contact area businesses that they have involvement with to discuss available opportunities.

Motion to adjourn was made by Bruce Thorson, seconded by Melissa Gerlach.

Meeting adjourned at 9:02 p.m. The next meeting will be held on Monday, May 21, 2012 at 7:30 p.m.

Respectfully Submitted,
Carol Kerper