

CENTRAL WISCONSIN STATE FAIR

BOARD MINUTES

May 21, 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, Andy Keogh, Bruce Thorson, Todd Anderson, Tim Heeg, Ed Wagner, Dennis Stroetz, and Gary Cummings

Executive Secretary/General Manager: Carol Kerper

Absent: **Board Members:** Melissa Gerlach, Larry Gilbertson, Bob Halle, and John Spiros

Motion was made by John Garbisch, seconded by Gary Bymers to accept the April 16, 2012 minutes. Motion carried.

Gary Cummings, City of Marshfield Alderman appointed by Mayor Meyer to serve on the Central Wisconsin State Fair Board of Directors, was introduced. Each board member introduced themselves.

Committee Reports:

Junior Fair/Market Animal Report – Ron Meyer

Junior Fair:

A meeting was held on April 18. A donation for the construction of the wash rack by Pat's Barn was approved.

Market Animal:

A meeting was held on April 25. Market Animal Sale Committee pledged \$5,000 for the construction of the wash rack by Pat's Barn. The committee would also like to install two additional sound speakers in the Alba Bump Sheep & Swine Barn and install a sheep scale in Pat's Barn. Planning was done for upcoming youth educational meetings.

Draft Horse – Dennis Stroetz

A meeting was held on April 27. Three new committee members were approved. The same Draft Horse Show judges used in 2011 will serve as the 2012 judges. A workday has been scheduled for June 9 to wash and repair the portable horse stall panels. A donation for construction of the wash rack by Pat's Barn was approved. The committee requests that the area where the tents are erected to house the horses during the Draft Horse Show be raised 6 to 8 inches to alleviate the problem of water running into the tents if it rains during the show. Material received from the City of Marshfield from Cherry Street construction at the end of June will be used to complete the llama and goat tent pads and improve roads located in the campgrounds. Any additional material will be used to improve the horse tent area. It was clarified that the amount contributed annually by Pepsi is not designated for draft horse show premiums. Association membership passes that are given to individuals who work at the Draft Horse show each year are being distributed at a date closer to the fair. This will ensure that the individuals receiving memberships are able to work at the show.

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

The Fair Association was not able to raise the necessary funding for the wash rack by Pat's Barn before the deadline of May 15. The project will be tabled until 2013. The Fair Commission has given approval for the Fair Association to install permanent fencing on the south end of a parking lot on Peach Avenue. The small horse show office building and popcorn stand located near the horse arena were damaged by vandals who shot

paint balls at the buildings. The office building has a window broken and holes in the siding and the popcorn stand has some holes in the siding. Haas Builders has donated vinyl siding for the repairs. Ron Meyer and Gary Bymers will provide the labor to replace the siding.

Advertising Committee – Gary Bymers

A meeting was held on May 16. The event schedule was reviewed and changes suggested. The schedule of area dairy breakfasts was distributed. WDLB will be attending twelve of the breakfasts and will distribute the event schedule at each one. A youth media workshop will be held on August 16. Dan McGiveron will get a media representative to present the workshop. Two billboard designs were approved. Five billboard locations will be used to promote the season pass special before July 15 and five locations will be used to advertise the 2012 fair dates. Banners will be placed on the Peach Avenue and Veterans Parkway overpasses to advertise the fair. Jeff Viergutz and Carol Kerper met with area radio station representatives to get proposals for 2012 advertising and grandstand sponsorship. The Wisconsin Rapids Rafters baseball team offers an evening for non-profit organizations to purchase tickets at a discount, set up a display table to advertise the fair, and have some time for promotional announcements before the game begins. This form of advertising could be used in the future if board members are interested in attending a game. Carol Kerper and Bruce Thorson appeared on WFHR's Morning Magazine radio show on May 15 and on WDLB's Insight Program on May 17. The season pass special, gate specials, and entertainment were highlighted.

Sanitation/Safety, Signage/Parking Committee – Dan McGiveron

No meeting.

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.

Grandstand and Other Entertainment Committee – Todd Anderson

No meeting.

Motion was made by Tim Heeg, seconded by Todd Anderson to accept the committee reports. Motion carried.

Manager's Report: Carol Kerper

One of the 16 way finding/directional signs for the Fairgrounds, Zoo, and Main Street has now been installed on the south side of Veterans Parkway between Chestnut Avenue and Central Avenue.

The Central WI State Fair Association has been added to the list of non-profit organizations eligible for Charitable Money Market Account donations at Forward Financial Bank. Any person opening a charitable money market account may designate the Fair Association to receive a donation based on the average year-to-date balance in their account.

The necessary paperwork to renew our line of credit at Forward Financial Bank has been signed. The interest rate remains the same.

Lamon Enterprises has completed our income taxes. The state and federal forms have been signed and mailed.

The Junior Fair Premium book is now available in the fair office.

The Kids From Wisconsin are not able to perform at this year's fair. Other options for Sunday are being looked at.

The Marshfield Convention and Visitors Bureau held their annual tourism banquet on May 9. The Draft Horse Show was awarded a \$500 grant for the 2012 fair.

The May newsletter has been printed and distributed.

Carol Kerper will be meeting with our insurance agent on Thursday to review quotes.

The fair office received a number of donated hostas. They have been planted in various planters throughout the fairgrounds.

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. It was noted that the sale of grandstand reserve seating is below last year's sales at this time.

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

Old Business:

Fair Commission Update – Carol Kerper

Meetings were held on April 23 and May 21. Documents required to borrow the funds to complete projects in the Round Barn and Expo I buildings will be drawn up by the Wood County Attorney. Motion was made and passed to approve a quote to paint the outside of the Round Barn. Prioritization of the Round Barn and Expo I projects was discussed. Project bids will be solicited upon completion of a bid specification sheet. Discussion also took place on the problem of water running into the Round Barn when it rains. This issue is on the City's CIP plan, but is a low priority at this time and is not scheduled to occur within the next five years. It is estimated to have a cost of \$150,000. Discussion took place on the placement of the Round Barn on the National and State historical registers and its impact on maintenance projects for the building.

Other Old Business:

Hotel reservations for the 2013 WI Association of Fairs Annual Convention (January 6 – 9) are now being accepted. Inform the fair office if you will be attending.

New Business:

The Kids From Wisconsin are not able to perform at this year's fair. Discussion took place on whether there is a need for grandstand entertainment on Sunday and what type of entertainment to offer. Sponsorships for the bands to perform in the beer garden tent after the evening grandstand shows are still needed. Motion by Andy Keogh, second by Todd Anderson, that the General Manager and Executive Committee research entertainment options for the Sunday grandstand and the beer garden tent and use their discretion on spending to obtain entertainment. Twelve ayes, one nay. Motion carried.

Discussion took place on capturing zip code information from our fair guests so that we know what cities they are coming from. Todd Anderson and Dan McGiveron will work on developing a plan so that we can obtain this information at the entrance gates to the fairgrounds. Zip codes from the grandstand reserve seat sales reports will be looked at also.

The City of Marshfield does not want to put gutters and downspouts on the west side of the Expo I building because of the possibility of ice damming up under the roof in the winter months. This needs to be considered for vendor placement during the fair.

Motion to adjourn was made by Todd Anderson, seconded by John Garbisch.

Meeting adjourned at 9:17 p.m. The next meeting will be held on Monday, June 18, 2012 at 7:30 p.m.

Respectfully Submitted,
Carol Kerper