

**CENTRAL WISCONSIN STATE FAIR  
BOARD MINUTES  
September 16, 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, Marilyn Heiman, Bruce Thorson, Andy Keogh, Gary Cummings, Jeff Viergutz (7:36), Dennis Stroetz, Ed Wagner, John McPherson (7:35), John Garbisch, Tim Heeg (8:20), Dan McGiveron

**Executive Secretary/General Manager:** Heidi Born-Smith

Absent:       **Board Members:** non

**Minutes of August 19th, 2013 Board Meeting** – Moved by Andy Keogh, seconded by Bruce Thorson to approved as presented. Motion carried.

**Treasurer's Report- John Garbisch** – John reported a checking account balance of \$75,316, and a loan payment due in October of \$25,820. Ed Wagner commented on the financial balance sheets. Marilyn Heiman moved to accept the treasurer's report, Dennis Stroetz seconded the motion. The motion carried.

**Committee Reports:**

President Bymers began the time of committee reports stating that lengthy discussion topics should be taken up at committee meetings and not at these board meetings. He further stated that this (no meeting) stuff shall come to an end. All committees should meet at least three times a year, beginning with a fair wrap-up meeting which should be held soon.

**Junior Fair - Tim Heeg** – Larry Gilbertson highlighted the Jr. Fair meeting held August 21, 2013. The Jr. Fair Board heard a report on our (Wood County) involvement at State Fair, a new photography superintendent was approved following the resignation of the current superintendent, dairy housing issues were discussed and changes worked out with the other affected departments. Exotics will be in Pat's Barn. Cleanup day was discussed and the next meeting will be September 18, 2013.

**Market Animal Report – Larry Gilbertson** – Larry reported the youth carcass show was held September 5th at Hewitt's Meats. Next adult meeting will be September 25, 2013.

**Draft Horse – Dennis Stroetz** - Dennis commented on this year's show and the events which took place. Dennis Stroetz will be the new Draft Horse superintendent. A meeting was held during the show with all exhibitors concerning the policies of the Fair and the enforcement of these policies. President Bymers requested one or two additional board members volunteer to work on the Draft Horse committee. Help is needed especially during stall setup. Bruce Thorson reminded all of the no drinking ordinance on the grounds. Also age restrictions for youth exhibitors in the Draft Horse area need to be considered.

**Buildings/Grounds/Long-Term Planning Committee – Larry Gilbertson** - Larry reported no meeting, however, an offer came forth from Jeff of Nikolai Construction to President Bymers of available used granite fill. President Bymers informed Manager Heidi and Larry Gilbertson that the offer was for two free loads and four to six additional loads available for a cost of \$50 each. Management approved the offer of the additional four to six loads. President Bymers informed the Board it ended up that the total amount stock piled by the horse barns came to 21 loads.

**Advertising Committee – Jeff Viergutz** - Jeff began with saying he didn't know where to start. He led a discussion around the question of what we can do differently to increase the numbers.

**Sanitation/Safety, Signage/Parking Committee – Dan McGiveron** - Dan reported no meeting. Dan informed the board he will hold a meeting shortly. He commented that the parking lots seemed to work well, however better usage of the dog park area will be considered. Gate F area parked a large number of trailers. We will look at options to reduce. Dan stated the Parks and Rec Dept. is fine with placing permanent post and trees in the parking lot areas to reduce annual temporary placement of posts. Dennis Stroetz suggested to have the jail prisoners cleanup the borrowed equipment following the fair before their return.

**Livestock Committee – Tim Heeg** – Larry Gilbertson reported the dairy barn stalling was well used. Bob Ashbeck commented the Fair Commission will be discussing electrical upgrades for the Round Barn. President Bymers said he personally cleaned the Show Palace livestock area with as little as possible loss of base material.

**Vendor Relations Committee – John Garbisch** – John commented vendor wise things went well this year with few problems. A meeting was attempted but a common time for most was not achieved.

**Non-Fair Activity Committee – Heidi Born Smith** - Heidi informed of new events: a POA show June 14 and 15<sup>th</sup>, and a wedding have been signed. Next week the Friesian Horse event and the Boy Scouts in October is expected to draw 2200 people.

**Fairest of the Fair Committee – Marilyn Heiman** - Marilyn reported all went well with this year's Fairest. Some ideas for next year have arisen and will be discussed, some possible donations, and possibly a Jr. Fairest competition.

**Grandstand and Other Entertainment Committee – Bruce Thorson** – Bruce reported that he and select others from the board met this afternoon with Jason Productions. Possibilities were discussed for grandstand entertainment. Discussion from the floor began with Jeff Viergutz asking when we decided to go back to a Sunday night entertainment act? Jeff entered the idea, as he did last year, of investigating the possibility of a Christian Act for Sunday evening. Additional discussion continued. Bruce Thorson offered the idea that we should raise the price of our reserved seating ticket price. Jeff offered the question of whether we can charge for the general grandstand. Discussion continued. Manager Heidi agreed with the idea of increasing reserved seating prices. Offered was the thought of working with the nearby Fair of our size that both agree to charge for general grandstand admission. No action was taken.

Motion was made by John Garbisch, seconded by Ed Wagner, to accept the committee reports. Motion carried.

**Manager's Report: Heidi Born-Smith**

Heidi offered the following: A thank you to all board members for their efforts at the Fair. No entertainment complaints. Concern over Wednesday and Thursday daytime attendance. Need to limit daytime entertainment during this time. Weather insurance was purchased for the evening grandstand acts (No claims). Jeff Viergutz commented he had heard a complaint about the Dock Dogs being placed next to the Family Entertainment Tent which made too much noise from the barking dogs. Heidi added we will need to consider placement carefully. Disappointment with the Zip line as it lost money.

Dennis Stroetz moved to accept the Managers report, Dan McGiveron seconded the motion, motion carried.

**Fair Commission Report:** Bob Ashbeck reported the commission has not met. The Round Barn electrical deficiencies will be looked into.

**Old business:** John Garbisch informed the board that the security system is installed and now working and new locks have been installed in the fair office doors. Old keys no longer work. The new locks are easily changed as need be in the future. A locksmith works at Total Electric. Ed Wagner moved and the motion was seconded to accept the old business. Motion carried.

**New Business:** Bob Ashbeck shared his concern with the distribution of materials directed at a large dairy operation in Saratoga area from the Democratic booth. Much discussion arose surrounding the areas of what can we sensor, the need for an area designated for picketing, a free speech zone, can we band such activity, confinement to a booth or a certain area. No action taken.

Marilyn Heiman presented written pages of ideas, observations, comments, and suggestions from Randy Bliven who worked for the fair this year. Tim Heeg suggested the board read through the pages on our own and add this to the agenda for next month. A comment came forth that many of these things are administrative and the manager will be handling. No other action taken.

Dennis Stroetz asked how the stage setup crew went with a new person in charge. Worked well. Past person was let go because he demanded twice the salary of last year. Andy Keogh commented he observed no troubles and people seemed to get along well.

Ed Wagner departed the meeting at 9:00pm.

Discussion returned to the Sunday evening entertainment. Much discussion followed. Andy Keogh moved to do some kind of entertainment on Sunday but not cost too much. Discussion continued without a second, so the motion was lost.

Tim Heeg asked the question: do we know where we stand financially as yet? Final numbers are not complete. Much discussion followed.

Dan McGiveron and President Byrners defended the Sunday entertainment. Some tension in these discussions. Tim questioned how we can make these decisions without the final numbers from this last season. Other debates. Andy Keogh moved that a grandstand entertainment act on Sunday evening be set at a limit of \$15,000 as an experiment to be revisited next year. Bruce Thorson seconded the motion. The motion carried, however not unanimous.

Further discussion on Sunday attendance and getting acts in general at a better price.

President Bymers asked Carol Berg-Kappel her results from surveying the vendors. She found no complaints.

No other business.

John Garbisch moved to adjourn. Tim Heeg seconded the motion. Meeting adjourned at 9:35pm.

The next meeting will be held at 7:30 pm on October 21, 2013.

Submitted by Larry Gilbertson  
Recording secretary for Heidi Born-Smith