

**CENTRAL WISCONSIN STATE FAIR
BOARD MINUTES
February 17, 2014
7:30 PM**

Meeting was called to order by President Larry Gilbertson at 7:33 p.m.

ROLL CALL:

Present: **Board Members:** Larry Gilbertson, John Garbisch, Bob Ashbeck, Dan McGiveron, Jeff Viergutz, Gary Cummings, Kathy Banks, Tim Heeg, Carol Berg-Kappel, Melissa Hanke and Andy Keogh

Executive Secretary/General Manager: Heidi Born-Smith

Absent: **Board members:** Gary Bymers, Dennis Stroetz, Keith Kay, Ed Wagner and Marilyn Heiman (absent with notice)

Secretary's report: Motion was made by Carol Berg-Kappel, seconded by Bob Ashbeck to accept the January 20, 2014 minutes. Motion carried. President Larry Gilbertson informed the Board that an executive meeting was held January 31, 2014. No decisions were made. The meeting was called by the Manager and was advisory only concerning the Monday entertainment.

Treasurers Report: Vice President John Garbisch read the Treasurer's report for Gary Bymers (absent). Approved as presented.

Managers Report: Heidi Born-Smith noted that the CWSFA website would be revamped in 2014. The Knoll CD will not be cashed in until a final bill from Marawood Construction is given in May 2014. The CWSFA will receive a penalty for early withdrawal of monies. The final complete amount to be given to Marawood is \$25,000 and will not exceed this amount. Any overages will be given to Junior Fair (Larry Gilbertson) as well as the Holstein group (Melissa Hanke). After researching and talking with Truck and Tractor Pull representatives, I recommend that the CWSFA utilize the State Truck and Tractor Pull for 2014. All but one night of Grandstand entertainment is confirmed. We are just waiting for the final commitment from Jayson Productions for Wednesday entertainment. Plans are to have Grounds entertainment completely booked by March 1st. State DATCP representative Bob Williams sent our fair inspection report and we've passed with flying colors. We received our State Aid check in the mail today which will be deposited into the General fund.

Dan McGiveron voiced his concerns regarding the change of venue for the Truck and Tractor Pull. He feels that it is a "big mistake" to not utilize the NTPA for the Truck and Tractor Pull. Melissa Hanke also voiced a concern that the full gate receipts are not be used for the Truck Pull when other Grandstand Entertainment uses the full amount. Larry Gilbertson restated that we sell Pull tickets and we allow that portion of the gates. We can determine an actual amount based on the tickets that are sold to tell us if we make money or not.

It was moved to by Bob Ashbeck and seconded by Tim Heeg to approve the Managers Report. Motion carried.

Committee Reports:

***Junior Fair**—Melissa Hanke (No meeting)

***Market Animal Report** – Larry Gilbertson notified the board that our State Veterinarian has suspended the Spring Hog weigh-in at our fair as well as other fairs in the state. The reasoning behind the suspension is to stop the spread of a disease that is currently running rampant on commercial hog farms. There is no vaccine and ultimately the result is death in small newborn piglets. The Market Animal committee is currently looking at alternatives for the weigh-in.

***Draft Horse Committee** - (No meeting)

***Buildings and Grounds Committee** – (No meeting)

***Advertising Committee** – (No meeting)

***Parking/Signage Committee** – Dan McGiveron (No meeting)

***Livestock Committee** – Larry Gilbertson (No meeting)

***Vendor Relations Committee** – John Garbisch indicated that he did not have meeting minutes due to a communication error. However the big topic is that the Expo I inside vendors will receive an increase of \$10.00 starting in 2014. The Entertainment tent will be moved back to the center court area between the Round barn and Expo I. Archery will be back and will be located by the John C Lang building, the military from Fort McCoy will be contacted to see if we can get a tank, helicopter or some type of military equipment to have on site since we do have a Veteran's promotion on Monday. John has been in contact with Chief Jepson from the Police Department regarding No Parking signage on our property. Chief Jepson feels it is reasonable to enforce the No Parking and can give tickets and fines for repeat offenders. Park & Recreation will need to give their approval regarding the No Parking enforcement.

***Non Fair Activity Committee** – Heidi Born-Smith (No meeting)

***Fairest of the Fair Committee** – (No meeting)

***Grandstand and Other Entertainment Committee** – Heidi Born-Smith (No meeting)

***Revenue Generating Committee** – Andy Keogh stated that the committee met February 03, 2014 and several suggestions came out of that meeting. The chair (Andy Keogh) gave the General Manager the task of researching a few of the suggestions to see the viability. Heidi gave recommendations to increase Vendor Fees \$10.00 for inside vendors of Expo I and increasing all outdoor vendors in 2015 by \$10.00. The increase in fees should generate approximately \$280.00 in 2014. A second recommendation was made for implementing an Environmental fee across the board. The proposed charge would be \$5.00 for large animal, \$3.00 for medium sized animals and .50 cents for small animals. There are stipulations on each category as to the type of animal the fee covers. The estimated revenue in 2014 would be \$9000.00. A Teen Daily pass was recommended. The cost would be \$6.00 and would be consistent with all Daily Passes in 2014. Currently a Daily Teen pass is not available. Heidi also recommended utilizing a professional fundraising organization to obtain sponsorships in 2014. The reasoning is the need for increased revenue as well as having someone who can devote 100% of their time in fundraising. Costs associated with this service are yet to be determined but would be a step level pricing structure.

Discussion occurred with Tim Heeg, Melissa Hanke, Andy Keogh and Bob Ashbeck regarding the increase in cost for the Environmental fee. Both Tim and Melissa felt the fee structure was too high for Junior Fair exhibitors since they only pay \$.50 for stalling. Increasing the fees may deter exhibitors. However, Heidi asked the question, "What is a reasonable increase to charge?" Tim Heeg did not have an exact answer but felt \$1-2 increase for Junior Fair was sufficient. A number of board members felt there is a need to introduce an Environmental fee to help offset costs associated with manure disposal. Heidi also stated that although there would be sufficient money to pay for manure disposal, any remaining amount could be used to help offset Judges fees as well as other costs incurred for hosting the livestock shows at the Fair. It was proposed that Larry Gilbertson would provide this information to the Junior Fair Board meeting on Wednesday night for additional feedback. Andy Keogh mentioned that there were several ideas that Heidi did not present and felt they needed additional consideration. One being paid parking and to extend the paid parking lot past gate E and the other is to look at charging for the grandstand entertainment. Heidi stated that the grandstand would not be looked at currently since we are not able to charge for seating in 2014 since contracts have already been signed.

John Garbisch moved to approve the committee reports and was seconded by Tim Heeg. The motion carried.

Fair Commission: Bob Ashbeck passed out pictures of the Knoll Barn renovations as well as maps of the Fairgrounds. He stated that their last commission meeting did not meet requirements for a quorum but good discussions took place none the less. A waterline will be repaired between the Swine Barn and Pat's Barn. He reiterated that the Fair Commission will not be paying for any part of the Knoll Barn renovation. Activities/Projects listed for 2014 completion are the Round Barn Roof, Round Barn concrete, and painting the underside of the Grandstand. Electrical improvements in the Round Barn also need to take place prior to the 2014 Fair. The Fair Commission felt the addition of trees to mark the parking areas would be an asset to the appearance of the grounds.

Old Business:

Carol Berg-Kappel brought up the need to look at a job description for Pat Fellenz. This topic was tabled until the March Board of Directors meeting.

New Business: No New Business

Meeting adjourned at 8:35 p.m.

The next meeting will be held at 7:30 p.m. on March 17, 2014 at the MACCI Building

Respectfully submitted by Heidi Born-Smith, Recording Secretary