

**CENTRAL WISCONSIN STATE FAIR
BOARD MINUTES
JANUARY 20, 2014
7:30 PM**

Meeting was called to order by President Larry Gilbertson at 7:36 p.m.

ROLL CALL:

Present: Board Members: Gary Byemers, John Garbisch, Marilyn Heiman, Jeff Viergutz, Gary Cummings, Keith Kay, Kathy Banks, Tim Heeg, Andy Keogh, Ed Wagner, Carol Kappel-Berg, Dennis Stroetz, Melissa Hanke, Bob Ashbeck, Larry Gilbertson

Executive Secretary/General Manager: Heidi Born-Smith

Absent: Dan McGiveron

President Larry Gilbertson asked that everyone in attendance give a brief introduction for the benefit of the new board members. Everyone stated who they were and what committee they chair or serve on.

Following introductions of all board members in attendance, the meeting began with the approval of minutes.

Ed Wagner moved to approve as presented the December 16, 2013 meeting minutes. Tim Heeg seconded the motion, the motion carried.

The 2014 committee assignments were handed out.

Treasurer's Report: Gary Byemers: Gary reported the balances with a new reporting structure. Dennis Stroetz moved to approve the Treasurer's report. John Garbisch seconded the motion, the motion carried.

Manager's Report: Heidi Born-Smith: Heidi reported that attendance at the Annual Meeting in December was down due to the inclement weather. The CWSFA office was closed for the winter hiatus December 05, 2013 and reopened January 20, 2014. She stated that entertainment has been selected with both Jayson Productions and the Vox Concert Series. One main stage act is confirmed for Saturday evening. Heidi indicated that she and Larry attended the Wisconsin Association of Fairs Convention in Wisconsin Dells. Contacts were made as well as contracts signed for the 2014 fair season. W2's and other tax information will be prepared and sent out to meet deadlines of January 31, 2014. Heidi also informed the Board that we received a bill for unpaid insurance from 2012 for the amounts of \$750 and \$500. Some research will take place to see if these are legitimate.

It was moved and seconded to approve the Managers Report. The motion carried.

Committee Reports:

Junior Fair: Melissa Hanke: Jr Fair met for a Christmas party in December, next meeting February 19, 2014

Market Animal: Larry Gilbertson: No Meeting

Draft Horse: Dennis Stroetz: No Meeting, working on sponsors

Bldgs. & Grounds: Larry Gilbertson: No Meeting

Advertising: Jeff Viergutz: No Meeting

Parking & Signage: Dan McGiveron: No Meeting

Livestock: Tim Heeg: No Meeting

Vendor Relations: John Garbisch: No Meeting

Non-Fair: Heidi Born-Smith: No Meeting

Fairest of the Fair: Marilyn Heiman: No Meeting

Entertainment: Manager Heidi: Gary Bymers stated that we are at budget but we could use more money to get better entertainment. When we have better entertainment we draw a crowd. He said, "Sometimes you need to spend money to make money." Meetings were held twice in December 2013.

Motion was made by Tim Heeg, seconded by Gary Bymers to accept the committee reports. Motion carried.

Fair Commission Report: Bob Ashbeck: Bob reported that the next Fair Commission meeting would be Wednesday morning at 9:30 a.m. at City Hall. They will be discussing the Round Barn electrical and the office windows.

Old Business:

Larry Gilbertson commented that at our last Board meeting a stipulation was added in order to clean up the 2014 budget that was approved; to take out the Dairy money and Horse fund which are liabilities. These have been put a separate listing for Liabilities.

New Business:

*Bob Ashbeck is concerned about the State Blue Book which does not list the Round Barn under Historic places in Wisconsin. Ed Wagner stated that the State Blue Book is not the definitive register and there are 3 Federal, State and local register listings for the Round barn.

*Larry Gilbertson mentioned the Truck and Tractor Pull. Some Board members indicated that the manager should be talking with Dan McGiveron since he is the person working with NTPA. Melissa Hanke suggested that a Local Pull would be great on Sunday afternoon. Ed Wagner mentioned that he doesn't care what we do as long as we are within budget. Carol Kappel-Berg said that at the last CWSFA board meeting the board agreed on having Heidi make this decision. Gary Bymers mentioned that if the CWSFA decided to do a Local Pull that volunteers would be an issue. Gary stated that in Unity, the Lions or JC's are supplying the labor for the pull. Larry Gilbertson informed

that the Local Pullers do not want to be a one year wonder and will do their best to help with the promotion, supply volunteers and organization.

*Jeff Viergutz said that staying within our budget may be cutting into our way to profit. We make money on gate sales and by going with lessor acts or lessor pulls we are going to decrease attendance. Ed Wagner stated that we just do not have large enough margins on high end acts. Ed further stated we need to find additional revenues. Problems at the gates with people coming through without paying is an issue. Gary Bymers concurred that gates are a problem. Punch cards for season passes, as Heidi suggested, will help with this problem.

*Tim Heeg indicated that sponsorship is cheap and the sponsors receive too many free tickets for their advertising. The idea of charging maybe \$5.00 at the Grandstand could help get a higher end entertainer was offered. Some discussion centered on the logistics of controlling the entry to the grandstand. It was suggested to check into getting a cart holder/turn styles to use in the Grandstand if we were to try this option. John Garbisch said that our only source of revenue is our gates.

*Andy Keogh suggested that a new committee be formed to look into alternatives to increase revenue during the fair. President Gilbertson appointed Jeff Viergutz, Andy Keogh, Kathy Banks and Tim Heeg who volunteered for this ad hoc committee. Heidi was tasked to arrange a meeting within the next two weeks. A brief discussion on where we are with grounds entertainment took place.

Meeting adjourned at 8:45 p.m.

The next meeting will be held at 7:30 p.m. on February 17, 2014

Submitted by Heidi Born-Smith