

CWSF Board of Directors Meeting Minutes

Monday June 15 th, 2026 at 6:30 PM – Fair Office

513 East 17 th Street Marshfield, WI

Call to Order: Sandi Leonhard called the meeting to order at 6:32pm

Roll Call: Dale Christiansen, Gary Bymers, Brad Hamilton, Joyce Karl, Scott Karl, Kate Kohl, Dave Lang, Heather Wellach, Rob Wiskerchen, Sandi Leonhard, Richard Kranz

Not present- Nick Wayerski, Peggy Sue Behselich

Public Comments: none

Approval of Minutes: Motion by Gary Bymers, 2nd Brad Hamilton to approve minutes as presented. -unanimous approval

CWSF Financial Report: Motion by Gary Bymers, 2nd Brad Hamilton to approve financial report as presented. -unanimous approval

Executive Director's Report:

1. Tourism banquet for visit MFLD. Dave and Dale will be representing the board at this banquet.
2. Working with Saffire announcement they are joining with with Audience View. All of our team will be the same. Dale highlighted that this new joining will bring additional marketing techniques and payment systems. More to come as we learn more. Weekly meetings happening with Haley for education evolvement.
3. Legion has resolved their account with the fair. Motioned moved by Dave Lang, 2nd by Brad Hamilton to approve the letter signed by all fair board members. Approving them to do food and beer at the fair this year.

Junior Fair Report: Need to follow up on March and May for city. Revote due to missed agendas. Superintendent dinner to be Aug 12th 2026 at 530 dinner 6 pm education.

Fair update: Entertainment tent finalized.

Dale's Board Follow Up Items:

Grant (CEED)- Dale went to rapids and presented to the CEED committee about the sewer project. Dale was encouraged to fill out again for 2027 budget as well. Dale to take to the City as well.

Advertising for events- Mayor's breakfast had advertisement about Born to Dairy.

Topics to be discussed:

Executive Committee Report- Presentation by Don on future planning and alignment project. Creating a common mission/vision/ goal for all involved entities (city, county, commission, association/board.)

Where are we at? Where do we want to go? How are we getting there? Business model and orientation. Delivery value to the community.

First step is looking at the 10 year plan picking one entity as a business and breaking that down. Working on Mission statement and alignment as a board with focus to come in September.

Sponsorship Report/Marketing Report- working on book release. Dale and Haley are working on a sponsorship list follow up. Book to be released in July. Strategy for marketing discussed Radio/TV/Streaming. Posters to be made for next meeting to be passed out.

Fairest of the Fair Report- Doing an amazing job out in the community.

Livestock Report- Dairy cow testing lifted. Will still encourage use of own claw at the fair.

Draft Horse Report- no new information

Building & Grounds Report- Working with Tom from Dakota Electric on some updates. Continued to work on updates and new 4 foot hood. Expo 1 building construction is happening. New lighting mapping for the animal campus. More to come on transformer steps completed. Llama pad to be extended.

Fair Park Management Report- Financial report presented. Brad Hamilton moved to approve as presented, 2nd by Joyce Karl – no further discussion unanimous approval. -Ask from City to lower mower decks due to grass being to high. This was communicated to mowing company.

Volunteer Report- volunteers coming in.

Old Business:

Born To Dairy – Event Follow Up Summary- Well attended. Good feedback. Break down of event presented.

Suggestions for improvements- Time changes. Could end earlier unless changing the vibe/environment. Increase shaded areas and picnic table areas. Advertise earlier. Setting dates now.

10 Year Plan- keep looking at this working document

New Business

Christmas Event- Nov 28th. Get advertising out there for the date. Raffle items

Agenda Item for next meetings- Date for Born to Dairy 2027- 10 year plan meeting date in September

Next Meeting is July 20th -6:30pm

Adjournment: Meeting adjourned without objection-