

Central Wisconsin State Fair Executive Board Meeting Minutes

May 12, 2026 – CWSF Office Building

Meeting called to order by: Sandra Leonhard

Executive Board Members Present

- Sandra Leonhard
- Joyce Karl
- David Lang
- Dale Christensen
- Heather Wellach

Fairgrounds Management Agreement

Discussion was held regarding updates to the Fairgrounds Management Agreement.

David Lang moved to forward the following updates:

- Language regarding “commission” being replaced by “owner” will remain unchanged.
- Under Section A, remove the dog park reference as it is not city property.
- Under Section H, change the rental fee schedule review month from July to October.
- Under Section I, revise language to correlate with fair office hours.
- Under Section J, change “timely manner” to “non-emergency within 48 business hours.”

Motion seconded by Joyce Karl.

Motion carried unanimously by the Executive Board.

Additional discussion included a question regarding the Curling Club building electric bill currently being paid through Fair management, while the hockey organization pays electricity costs for the hockey building.

Five-Year Plan

The Executive Board reviewed the updated five-year plan in detail.

Discussion included recognition that the previous 2018 plan focused primarily on restoring the Fair financially and developing strong leadership. The board acknowledged several accomplishments from that plan and expressed confidence that the organization is now positioned with a strong team and direction to accomplish additional growth initiatives over the next five years.

The new five-year plan focuses on:

- Organizational growth
- Future development of the property
- Expanded opportunities and partnerships

The Executive Board verbally approved the plan as presented. The plan will be emailed to the Fair Board for further discussion at the next meeting.

Central Wisconsin Fair Association Alignment Project

Discussion was held regarding opportunities for increased collaboration and alignment.

The Executive Board discussed:

- Working cooperatively moving forward
- The current operational structure and relationship considerations
- A suggestion to engage Don as a neutral third party to assist in discussions with the City and County regarding the current situation

A basic alignment outline is anticipated to be presented to the Fair Board in the fall.

Action Items

- Dale Christensen will contact Don regarding attendance at a future meeting and presentation of the five-year plan to the board.
- Additional ideas for growth include partnering with the Chamber to identify events or opportunities that may require expanded space or new development concepts.

Closed Session

No closed session was needed.

Adjournment

Meeting adjourned without objection at 6:33 PM by Sandra Leonhard.