

CWSF Board of Directors Meeting Minutes

July 15th, 2024 AT 6:30 PM

Fair Office - 513 East 17th Street Marshfield, WI

ROLL CALL: Dale Christiansen, Gary Bymers, Kari Schwingle, Sandy Leonhard, Brad Hamilton, Heather Wellach, Joyce Karl, Scott Karl, Kara McManus, Peggy Sue Behselich

Not Present: Derek Wehrman (excused), Jeff Viergutz (excused) , Nick Wayerski (excused)

The meeting of the Central Wisconsin State Fair Board was called to order at 6:33pm in the Fair Office building at the Central Wisconsin State Fair Grounds in Marshfield, WI.

Public Comment: None

Approval of Minutes: Minutes from June were presented and reviewed. Brad Hamilton made a motion to approve the minutes. Heather Wellach seconded. All approved.

Financial Report: Heather made a motion to approve Financial Report, Brad Hamilton seconded. All approved.

Executive Report: Building has been presented to the County Board at City Council. Seems to have gone over well. Mayor thanked the Fair and Dale for doing such a great job. Need to come up with a plan to eliminate solicitors at the gates during the fair. We are able to set up an area designated for protestors. Will work with legal to determine what we can and cannot do.

Junior Fair: Did not meet yet. Will meet this Wednesday. Fair entry ends today, just working through a couple situations.

Fair Update: Things are moving forward well. Will have the fair books out this week to distribution. Our merchandise vendors are filling up, still have some room for more. Food vendors are all booked and taken care of.

Fair Park Management: We did receive city payment and are good for the year. Working on getting the fourth of July ruts rolled out.

Topics to be Discussed:

A. Executive Committee: No reason to have a meeting

B. Sponsorship Committee:

-New Sponsors: Pulled in a new large sponsorship this week! They are also working with the WOW tent. Blue Ribbon building has had some much needed updates from Draxler Transport and we are extremely grateful for that work.

C. Market Committee:

-Geofencing: Geofencing was cut off early June. We have purchased TV streaming commercials in place and there has been a significant spike in sales. We will continue to run up through the fair with Channel 7. Geofencing will kick in mid-July and will run until opening day.

-Newspapers: Looking into doing something with the Times.

-Visit Marshfield – Round Barn: Video was taken to feature in a segment.

D. Fairest of the Fair

- Ambassadors:** Have been busy as Dairy days, Hub City Days and getting involved in the fair.
- Upcoming Events – Hub City Days:** Looking at new activities for them to do.
- Fairest Reunion – August 23rd**

E. Volunteer Committee:

- Updates:** Looking for some new groups. Needing a new garbage crew. Will be paid positions. Working through our Pepsi vendor with product and ice pick ups.
- What is needed?** Been bringing in volunteers. Still need them for Thursday, Saturday and Sunday. Gates are starting to get filled as well. Need to fill the walk up gate. Bartenders – will need some kind of security for VIP. Cart volunteers are full as well.

F. Livestock Committee: Hard stop for registration on August 1st.

- Facility Updates:** Things are going well, everything is here, just needs to be installed
- Traffic Flow Map:** Haven't worked on that quite yet. Will put that together soon.
- Bovine Avian Flu:** All dairy cattle need to be tested 7 days prior to the show and be negative.

Must also provide their own milking claw.

G. Draft Horse Committee: Working on more sponsorships. Anyone willing to help, would be fantastic.

- Sponsors:** Any new sponsors would be great!

H. Building and Grounds Committee:

-**Electrical:** Campground has been completed. Working with Parks and Rec and Park Inspector to get bids for more service. Working through some new panels needing updates as well. Adding electric on North side of pig barn as well.

- Washrack Upgrade and Improvement:** Have all the parts, just needs to be installed
- Round Barn Updates:** Has been repainted and it looks great!

I. WOW Committee:

- Updates/Schedule:** Schedule is set for this. Everything is moving along well.

J. Fair Activities and Contest:

- Pedal Tractor races:** Minor adjustments to add times.
- Flowerbed Folly:**
 - Need Signs:** Ready to be put up fair night.
- New Contest Ideas**
 - Scavenger Hunt:** This probably won't be happening.
 - Bubble Blowing Competition:** Haley is working on this.
 - Any other Ideas?** None

K. Other Information

- Welcome Event**
 - Business After 5 – Program:** Putting together a few ideas.

-**November 30th Christmas Show:** Will take place in the Junior Fair Building. Will have some food to compliment, a cash bar, maybe a silent auction. Will help fund the new Building.

- 2025 Bluegrass Fest:** Working with someone to get a contract in place for a show next year.

L. Scholarships: Don't have a copy to present quite yet.

New Business: None

Agenda Item for next meeting: Scholarships, Next meeting August 12th.

Next Meeting: August 12th at 6:30pm.

Adjournment: Heather Wellach made a motion to adjourn at 8:09pm to adjourn. Brad Hamilton seconded. All approved.

Respectfully,

Kari Schwingle