

WISCONSIN STATE FAIR PARK

WISCONSIN STATE FAIR PARK BOARD OF DIRECTORS MEETING

Monday, May 20, 2024 | 10:00 am

ZOOM VIDEO CONFERENCE

<https://wistatefair.zoom.us/j/85053378905?pwd=g2axoQUn11AOxeeREOaQbbI20K6EkX.1>

AGENDA

1. Call to Order/Board Chairman Remarks
2. CEO Remarks
3. Approval of January Meeting Minutes – Action Required
4. Executive Committee Report
 - Items approved on April 3rd on behalf of the Board
 - Vendor Stand Sales
 - Margarita Taco and Gyro Man
 - Board Policies and Procedures
 - Change to section F, item #3 regarding signature
 - MOUs, Agreements and Projects
 - MOUs – DATCP, DNR, Milwaukee Police Department, 4-H Foundation, Wisconsin Holstein Association, Wisconsin Association of Meat Processors
 - Mutual Agreement – WSFP Police Department SMART Agreement
 - IT Projects – Fiber Optic and Security Camera System
 - West Allis EMS Contract
 - MOU's – Action Required
 - West Allis Crowd Control and Traffic Services Grant Agreement – Action Required
 - Review of Youth Admission Policy for 2024 WI State Fair – Action Required
 - Overtime Policy – Action Required
 - Ground Lease Approval – Action Required
 - Board Purchase of Permanent Stands per section IV. J. Displacement – Action Required
 - Admission Prices for 2025 – Action Required
 - Cream Puff Building – Action Required
 - Property Study Review – Action Required
 - 2026 and 2027 Wisconsin State Fair Dates – Action Required
5. Convene into closed session per 19.85(1)(e) – deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business for competitive or bargaining reasons. The Board will re-convene into open session after the closed session.

6. IndyCar contract – Action Required
7. Resolution to issue Class “B” fermented malt beverage permits under Wis. Stats. § 125.27(6) and “Class B” intoxicating liquor permits under Wis. Stats. § 125.51(5)(g) for the period July 1, 2024 to June 30, 2025 to the following applicants – Action Required:

A&J CATALANO FRUIT, LEMONADE AND PRODUCE, LLC
ADVANCED FUN TECHNOLOGY, CORP.
APOLLO GYROS, INC.
BAY EM VAY, INC.
BO ALAN, LLC
CAMP BAR, INC
CHAR-GRILL, INC.
CRACOVIA II, LLC
HOCK GROUP, LLC
LB LLC
LEFFLERFEST, LLC
MADISON SPORTSERVICE, INC.
MAJOR GOOLSBY'S, INC.
MAK VENTURES, LLC
McZARS III, LLC
MILLE'S ITALIAN SAUSAGE PARTNERS, LLC
MJT PARTNERSHIP, LLC
MONTE ENTERPRISES, LLC
PISTOL PETE'S PIZAZZ
PM LEADFOOTS, LLC
PRIMETIME EVENTS, LLC
SAZ'S FESTIVALS, LLC
SCHURMAN ENTERPRISES, LLC
SUNSHINE CONCESSIONS OF HERNANDO, INC.
TAVERN AT THE PARK, LLC
WISCONSIN FB&S, LLC
WISCONSIN WINERY ASSOCIATION, INC.
WURSTBAR MKE, LLC

8. Audit & Finance Committee Report
 - April Summary Financials and Financial Commentary – Action Required
 - April Budget vs Actual Expense by Department
 - Updated FY24 Budget Forecast
 - Proposed FY25 Operating Budget and Commentary – Action Required
9. Agriculture Committee Report
 - Ag/Competitive Department Update
 - Judge Nominations
 - Animal Health
10. Marketing Committee Report
 - Main Stage Marketing Update
 - State Fair Campaign Update
 - Marketing & Communications Update

- Sponsorship Update
- Hy-Vee Milwaukee Mile 250s Marketing Update

11. CMAR Report – Action Required

12. Adjournment