

# WISCONSIN STATE FAIR PARK

## WISCONSIN STATE FAIR PARK BOARD OF DIRECTORS MEETING

Monday, January 27, 2025 | 3:00 pm

### ZOOM VIDEO CONFERENCE

<https://wistatefair.zoom.us/j/84221363198?pwd=XpA84OcstAbgaD4JnaQkcaUZbWiEFe.1>

### AGENDA

1. Call to Order
2. Chair Remarks
3. CEO Remarks
  - Holiday Ticket Sales
  - Main Stage Update
  - IAFE Awards
  - Bid Waiver Update
4. Approval of November Meeting Minutes – Action Required
5. Board/Committee Organization
  - Election of Vice-Chair – Action Required
  - Election of Secretary – Action Required
  - Committee Appointments
6. Executive Committee Report
  - Contracts over \$100,000 – Action Required
  - 2025 MOUs – Action Required
  - Vendor Projects Update
  - Vendor and Spin City Operator Agreements Update
  - Shari Black, CEO Performance Evaluation Update
7. Audit & Finance Committee Report
  - December 2024 Summary Financials & Financial Commentary – Action Required
  - Updated FY25 Budget Forecast

- Update on Enterprise Expenses paid to DOA: Municipal Fees, Shared Services, Insurance
  - Capital Projects Update
  - INDYCAR Economic Impact
8. Agriculture Committee Report
- Agriculture Department Updates – Staffing, Education, Awards
  - 2025 Fair - Judge Nominations, Competitive Exhibits, Schedule, Initiatives Fees, Livestock Rules, Animal Health
  - 2025 MOUS – Action Required
9. Marketing Committee Report
- Advertising Update
  - Marketing Update: Holiday, Main Stage, Year-Round
  - Creative Campaign Update
  - Sponsorship Update
10. Adjourn