

WISCONSIN STATE FAIR PARK

WISCONSIN STATE FAIR PARK BOARD OF DIRECTORS MEETING

Monday, February 2, 2026 | 3:00 pm

ZOOM VIDEO CONFERENCE

<https://wistatefair.zoom.us/j/83922383531>

AGENDA

1. Call to Order
2. Board Chair Remarks
3. CEO Remarks
 - Staffing Update
 - Main Stage Update
 - America 250
 - IAFE Awards
 - State Fair Pulse
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
 - 2026 MOUs – Action Required
 - Permanent Vendor Stand Potential Sale – Action Required
 - Vendor Projects Update
 - Vendor and Spin City Operator Agreements Update
 - INDYCAR Race Weekend Parking Rates – Action Required

7. Audit & Finance Committee Report

- December YTD Summary Financials & Financial Commentary – Action Required
- Updated FY26 Operating Forecast
- FT27 New Net Revenue Generation Update
- Procurement Update & Bid Waivers
- Capital Projects Update
 - Project Approval, PR-SB Funded – Action Required

8. Agriculture Committee Report

- Agriculture Department Updates – Staffing, Education, Awards
- 2026 Fair - Judge Nominations, Competitive Exhibits, Schedule, Initiatives Fees, Livestock Rules, Animal Health
- 2026 MOUS – Action Required

9. Marketing Committee Report

- Marketing Update: Holiday, Main Stage, Year-Round
- Advertising Update
- Sponsorship Update
- Creative Campaign Update – 175th Anniversary and America 250

10. Board Meeting Schedule Update

11. Adjourn