



**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
  - FY27 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 – 175<sup>th</sup> Anniversary and America 250
10. Board Meeting Schedule Update
11. Adjourn