

WISCONSIN STATE FAIR PARK

WISCONSIN STATE FAIR PARK BOARD OF DIRECTORS MEETING

Monday, May 18, 2026 | 3:00 pm

ZOOM VIDEO CONFERENCE

<https://wistatefair.zoom.us/j/89255989954>

AGENDA

1. Call to Order/Board Chairman Remarks
2. CEO Remarks
 - New Police Chief
 - Job Fair
 - Ticket Sales
 - America 250
3. Approval of February Meeting Minutes – Action Required
4. MOUs – Possible Action
5. Executive Committee Report
 - MOUs – Action Required
 - Youth Admission Policy – Action Required
 - Overtime Policies – Action Required
 - Marketing Services Waiver – Action Required
6. 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, 2026 to June 30, 2027 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
CRACOVIA II, LLC
DALE Z. FAIR LLC
DEVINE WSF LLC
DOC'S COMMERCE SMOKEHOUSE LLC

HOCK GROUP, LLC
LB LLC
LEFFLERFEST, LLC
MADISON SPORTSERVICE, INC.
MAJOR GOOLSBY'S, INC.
MAK VENTURES, LLC
MONTE ENTERPRISES, LLC
PISTOL PETE'S PIZZAZZ
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

7. Audit & Finance Committee Report
 - April Summary Financials and Financial Commentary – Action Required
 - Proposed FY27 Operating Budget – Action Required
 - Procurement Updates – Action Required
 - Capital Projects Update
8. Marketing Committee Report
 - Marketing Update
 - Advertising Update
 - Sponsorship Update
 - Year-round Marketing Update
9. Agriculture Committee Report
 - Governor's Blue Ribbon Livestock Auction Update
 - Agriculture Department Updates
 - MOU – Action Required
 - 2026 Wisconsin State Fair – Competitive Exhibits, Judge Nominations, Animal Health
10. CMAR Report – Action Required
11. Adjourn