



**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=XpA84OcstAbgaD4JnaQkcaUZbWiEF.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