

## Wisconsin Association of Fairs 2024 Fall District Meetings RECAP as of October 16, 2024



The Wisconsin Association of Fairs (WAF) held district meetings October 8, 9, 15, & 16 throughout the state. In addition this fall, they held a Zoom meeting, with an abbreviated format. In total 56 of our 75 Fair Members and 3 Associate Members were represented. District 1 had 30 attendees, and 9 fairs; District 2, 42 people, 1 Associate, and 13 fairs; District 3, 32 people, 1 Associate, and 13 fairs, District 4, 41 people and 18 fairs; and on Zoom 15 people, 1 Associate, and 9 fairs.

President Mary Check shared words of encouragement with our attendees to keep doing the great job they've been doing. She appreciates their participation in our district meetings and sharing of ideas. A lot of valuable information is shared at these meetings. She hopes to see everyone at convention.

During roll call, attendees shared what three values that came to mind when they thought about the fair industry, their fair and WAF. They also shared what classes in their premium books were the most popular and any new classes they've added in recent years. They also shared their 2025 fair dates. Any fair that our WI Fairest of the Fairs, Kelsey Henderson, was unable to share information with her so she can promote your fair on social media. She did email all fairs, but if you have not connected please do so. She can be reached at 414-852-3247 or [Fairest@wistatefair.com](mailto:Fairest@wistatefair.com).

WI DATCP Update: Deb Gegare provided an update for our members.

- Bright Ideas – Please share with Debbie anything new to your fair. She's looking for pictures as well as a description of what's new for her presentation at our WAF convention. Please call or email her.
- SharePoint Access: Debbie reported that there is new access to SharePoint.. Allow up to 3 email addresses per fair. There are 12 fairs left to get into that.
- Judges: She expired a lot of fair judges on September 30 with the new rule in place to renew judges licenses every five years. Going forward they will be able to go into MYDATCP and renew themselves and be in charge of their own account. It is important that fairs use the most current list when hiring judges now. If a fair has a judge to renew, just contact Debbie, as it is very easy for her to renew them.
- 30-day reports – way to go, 86 percent are completely submitted.
- W9: Every Fair has to update address and W9. Watch for an email for the fillable form.
- Best email address is: [DATCPFairs@wisconsin.gov](mailto:DATCPFairs@wisconsin.gov). Her phone number is 608.224.5116, there is no longer a separate cell phone any more. All fair related questions should be directed to her as there are some programming changes in her office.

Form S240: Representatives from the Wisconsin Department of Revenue joined us virtually for the in-person meetings to discuss the S240 form. A PowerPoint was provided for all of our attendees. We discussed the use of the Adobe Acrobat form to be used, how to upload it and who needs to complete the form. All fairs are required to complete S240 Fairs within 10 days of their fair. This should become one more check-in process with your fair vendors before they take their space on the grounds. How Part C is completed is the vendors responsibility, but it's the fairs responsibility to turn the entire form into DOR. Don't forget to include your Carnivals in the process and any of their sub-contractors. Please reach out the DOR, they are here to help! See Attachment

AI Templates: Mary Check went through using the program ChatGBT for AI and how it can benefit your fair for writing letters, making agendas, brochures, etc. Mary also provided a template for superintendents and judges that was shared with the fairs to use instead of re-creating the documents.

See Attachment

#### Legislative Update:

- State Statute 93.23: As continuation of keeping fair rules updated, WAF has identified state statute 93.23 as one our fair rules that has fallen behind with the times regarding the wording of alcohol, gambling and immoral wording. There will be a survey emailed to each fair shortly and we ask that all fairs complete it as soon as possible. Then we will explore the steps needed to address this recommended change.
- CARE ACT and RIDE Act that is to help our mobile amusements, i.e. carnival industry. Handouts with all of the details are provided. The bill now has 66 supporters, 38 Republicans and 29 Democrats. After the election we will again push to keep this legislation moving. When we need your push, we'll notify all fairs. We'd like to thank Representative Van Orden from the southern part of the state. His was the first and only legislator to sign on to the bill. Carnival companies have dropped by 50% between 2016 and 2023. Can you survive without your carnival? We all need to work together to make a difference.

#### WAF 2025 Convention:

The annual WAF convention will be held January 5-8, 2025 at the Chula Vista Resort. Reservations for attending and lodging are both available. The theme is "Fair Family Reunion". Providing a place for fair family to catch up on the past and relish about the future. Fairs are asked to visit the website for complete convention themed attire as well the centerpiece details.

##### **Centerpieces**

- 18 inches maximum, height, width and depth
- Must use a basket
- All items securely fastened to picnic basket
- Any lights must be easily turned on and off

##### **Convention Spirit Days**

Sunday – Wisconsin team sports gear

Monday – Fair wear day could include Wisconsin Association of Fairs

Tuesday – Red and White day

Wednesday – district choice (each district will decide at fall district meeting)

##### **Fair Brag board**

An oversized WAF map will be placed near the lobby for each Fair to place one label (1 inch x 2-5/8 inch label) to list the item they want to brag about the most. Label will be in the County Fairs' registration packet at check in.

WAF also unveiled their new logo. A new website will be released in February. With the new website comes the option for WAF apparel. More details to come on that.

A video was shown from our convention speaker, Ian Hill. Ian will be attending the entire convention leading a session each day. Please see the website for his bio and video to prep for convention. In addition, Ian will be attending all of our spring district meetings the first week in April. He will be helping us all understand how to sell the importance of our fair industry to our communities. Imagine if all 74 fairs shared the same message

about our value. The convention schedule will be posted by November 1.

Bob Williams Ag Grant, Every Person Has a Fair Story Contest and Photo/Media entries are due by November 1. See website for more details.

#### Elections:

We'd like to congratulate Eileen Walsh-Grzenia, Walworth County Fair, District 4; Liz Cook, Sauk County Fair, District 3; and Jackie Kumm, St. Croix County Fair, District 2 on being re-elected to the WAF Board for their second, three-year terms.

#### Hungry for New Classes?

Jill Albanese, WI State Fair, led our attendees in a fun/educational journey on updating your premium books. We discussed the last time your classes were updated. Keep track of the number of entries in different classes and don't be afraid to get rid of classes that have very little or no entries. Think of an exhibitor, wouldn't they rather have competed against more people in a class and won then to have been the only entry in a class? You will actually spend less money on payouts with fewer classes. Your fair book should always be changing so it remains relevant. Department 25, Foods was discussed and creative ideas for new classes were discussed and will be shared after all of the meetings.

See attachment for list of fair classes created at the meetings.

Please let me know if you have any questions.

Jayne Buttke  
WAF Executive Director