

# Sauk County Agricultural Society 2020 Newsletter



Sauk County Agricultural Society, Inc.  
PO Box 467  
Baraboo, WI 53913  
608-356-8707  
www.saukcountyfair.com  
info@saukcountyfair.com

## **Annual Meeting Notice**

**The Sauk County Agricultural Society, Inc.**

**\*\*\*\* Annual Meeting will take place on\*\*\*\***

**\*\*\*\* Tuesday, December 8th, 2020\*\*\*\***

**\*\*\*\*NEW LOCATION\*\*\*\***

**Baraboo Civic Center**

**124 2nd St, Baraboo**

**Rm 12/14\*\*\*\*7pm**

Regular business meeting, greetings from fairest, committee updates, fairground updates, as well as elections will take place during the meeting. All are welcome to attend, only memberships in place 90 days before the meeting are eligible to vote.

Please, keep abreast of any changes by checking our website and Facebook in case of any updates on our annual meeting.

*"The Sauk County Agricultural Society was formed in February of 1855. A twelve-article constitution was adopted. One of the first objectives of the society was the promotion and improvement of the condition of agriculture, horticulture, mechanical manufacturing and household arts."*

**Board of Directors: Officers:** President- Scott Zirzow; Vice-President- Dan Greenwood; Secretary- Liz Cook; Treasurer- Amy Bible; Marshall- Kevin Turner

**Directors:** Lindy Larsen, Kim Klicko, Mikala Turner, Josh Nagel, Brady Neuman & Greg Stieve.

**Employees: Managers:** Liz Cook/John Darrow; Keith Kohlmeyer; Sponsorship Coordinator-Tara Greenwood

**ELECTIONS\*\*** Members of the Sauk County Agricultural Society, Inc. are eligible to be elected to officer or director positions, as those seats come up for election. This includes members with honorary volunteer lifetime memberships. Eligible members may vote at the annual meeting. Director board positions are for three years, officer board positions are for two years. Elections follow a process of nominating candidates by voice. Candidates are given an opportunity to speak to the audience. Candidates must then be elected by the majority vote of eligible members at the annual meeting. Eligible members must be in good standing, members with yearly memberships must be paid 90 days prior to the annual meeting in order to cast a vote. 2020 Elections include the following positions: President-currently held by Scott Zirzow; Treasurer- currently held by Amy Bible as well as 2 director positions held by Brady Neuman and Greg Stieve.

### **The Board at a glance:**

**President, Scott Zirzow-** Scott is a Baraboo resident, he is a realtor with Gavin Brothers. Scott keeps busy on many fair committees. He dedicates a lot of time to the fair and keeps an eye on everything daily. He enjoys tractor pulls.

**Vice-President, Dan Greenwood-**Dan lives in Greenfield Township with his wife Tara. They have two adult children. Dan owns his own landscaping company, Sunrise Property Care. He enjoys the outdoors and riding ATV's and snowmobiles. He spends a lot of time keeping the fair looking good as well as serving on multiple committees.

**Treasurer, Amy Bible-** Treasurer, Amy Bible is one of the newest members to the Sauk County Agricultural Society board. She took over this position in Dec of 2018. She is a self-employed Accountant and has owned her own business for over 25 years, Confidential Accounting & Tax Service LLC in Sauk City. When not working she loves to travel, camp, and go boating with her husband Drew Jackson. They live in the City of Baraboo and have always loved the annual Sauk County Fair.

**Secretary, Liz Cook-** Liz is a resident of Greenfield Township. She is married to Frank and they have three grown children and one-year old grandson. When not working on the fair, Liz enjoys anything Disney, as well as, gardening, swimming, sewing and other crafts. Her favorite saying is "Always remember, the Magic starts with you" by Walt Disney.

**Marshal, Kevin Turner-**Kevin lives in Baraboo with his wife Jessica and stepson, Ethan. He works for Midwest Pool.

**Director, Lindy Larsen-** Lindy lives in Fairfield Township with her husband Matt and two children. She does the marketing for the fair among other things. When she isn't doing fair things, she is a front of house manager at Spa Serenity, she also helps out on their family farm. She takes photos, loves to snowmobile, ride atv's and watch her husband, son and father-in-law tractor pull. She volunteers with the Historical Society throughout the year and loves to cook and bake. Being a farm advocate is important to her as well as her family.

**Director, Kim Klicko-**Kim currently lives in WI Dells, and works at the Specialty Clinic in Baraboo. She has 2 daughters and a stepson. Kim has been on the Fair Board for 8 years and is also the Sauk County Fairest of the Fair Coordinator, along with Tara Greenwood. Her hobbies are gardening, crafts, photography, and raising and showing Holland Lop Rabbits with her daughter Danna.

**Director, Mikala Turner-** Mikala lives on the family dairy farm outside of Baraboo. She works for Central Ag Supply as a draftsman for their Baraboo and Juneau locations. She continues to help out around the farm and is involved with St. Vincent De Paul. She also bowls in the Ladies Elks and friends league. During the fair, she can be found helping wherever needed.

**Director, Josh Nagel-**Josh lives in Baraboo and Works at Architectural Design Consultants. He continues to help with his family's beef operation and Is also an active member of the Baraboo Young Professionals. He is on several committees for the fair. During the fair he keeps busy in the junior fair barns.

**Director, Brady Neuman-**Brady, married to Shannon, has two children and lives outside North Freedom. Brady keeps busy as a volunteer with the North Freedom Fire Department.

**Director, Greg Stieve-** Greg and Allie and their son Grayson, live outside of Baraboo. Greg is employed by Tri-City Excavating.

**Manager, John Darrow-**John, who resides in Baraboo, has been with the fair since 2006. He divides his time between the fair, working at St. John's School and is the board of the Friends of Devil's Lake. John continues to take great care of the fairgrounds.

**Sponsorship Coordinator, Tara Greenwood-**Tara, is the owner of Total Design Salon, married to Dan, is the sponsorship coordinator and is busy with the entertainment and fairest of the fair committees.

**Employee- Keith Kohlmeyer,** started at the fair this year. From Baraboo, he is enjoying country life, with his wife, after living in Baraboo for many years. He is a great addition to the fair.

### **2020- COVID and the Fair**

**#Fair Strong** Wow, we started 2020 at the Wisconsin Association of Fairs Annual Convention, in January, with excitement and great expectations for an amazing 2020 fair. And then... COVID happened. We made plans as to how our fair would look for 2020. We thought out all the additions that would need to be made and how we could gather safely. Sadly, those plans did not come to fruition. The city of Baraboo has new rules that effect events within the city, therefore our public fair event must have a special event permit issued by the city. Due to so many unknowns and risks the city did not approve our permit request. Many questioned the time frame of the permit denial being so early before fair, which was months away in July. Planning for the fair

happens on a yearly basis. Fairbook, judges, vendors, sponsors etc are sent info in January and February. As we get closer to fair, reservations, many times with non-refundable deposits are made for tents, lights, stages and other items used during the fair. Orders are made for ribbons and trophies for junior fair and tractor pulls, fair entry for junior and open class, these all cost a great deal of money. Once they are ordered they must be paid for. All of our spring events were canceled or rescheduled, and we didn't have a great idea of how many events we would actually be able to have for 2020. Not knowing our potential income for 2020, we wanted a decision by the city before we invested tens of thousands of dollars in the 2020 fair. As the fair was canceled, along with most of the fairs in Wisconsin, we moved forward and started planning for 2021.

We offered a Virtual Exhibit Expo for our junior exhibitors. We did look into a variety of different ideas to help our youth share their projects with us. We could not use the fairgrounds for any of those ideas. The majority of our static superintendents and our non-animal judges are a part of an at-risk group and we wanted to make sure they, as well as our exhibitors, would be safe in any judging we did. Many of the judges are not as tech savvy and that also brought challenges for a virtual event. After much consideration and looking at many ideas, challenges and advantages and disadvantages we settled on a Virtual Exhibit Expo. There would be no cost to youth. Youth submitted demonstration videos and volunteer judges gave feedback on those exhibits. Those videos are available to watch on our **YouTube Channel**. Youth were surprised with certificates of participation and some special treats from Compeer, Culver's, and the fair. A huge thank you to those youth who participated and the volunteer judges we had.

Follow us on YouTube [https://www.youtube.com/channel/UCKDsU2m1J6HmUlzDB2ic9Mg?view\\_as=subscriber](https://www.youtube.com/channel/UCKDsU2m1J6HmUlzDB2ic9Mg?view_as=subscriber)

**Zoom-** This year was a first for the board as we ventured into the zoom world for a few board meetings.

**2020 A Year of Giving Back!** We tried to help our community during the pandemic as best we could. All of these groups and events were allowed to use our facility at no cost to them. We were happy to help out in our community.

**Food Drive-** The Fair, in conjunction with Sysco Baraboo, Boys and Girls Club of West Central Wisconsin Baraboo/Sauk County, Community Heroes, and Friends of the Sauk County Fairgrounds held a **Pop-Up Drive Thru Food Drive!** We gave out over 450 boxes! A HUGE shout out to all our volunteers and 99.7 MAX FM for the awesome coverage on the radio!

**Sauk County Covid-19 Testing Site-** The fairgrounds were used by the Sauk County Health Department for drive thru Covid-19 testing for our community. Testing took place in Aug, Sept, and Oct. The facility worked very well for their needs.

**Drive Thru Job Fair-** The Sauk County Development Corporation held a drive through job fair for area residents in Sauk County. Hopefully connecting residents in need of work with available jobs.

**Drive in Meeting-** The Sauk County Historical Society held their first ever drive in annual meeting at the fairgrounds in October. They used the back of the grandstand to project pictures and used a sound system for all to hear. Members flashed their lights to give motions to them. It was a unique way to use the grounds and help an organization that has been so important to our FAME stage at the recent fairs.

**4-H Safety Classes-** The grounds were used by the Sauk County 4-H program for the Rural Safety Program. Participants were able to spread out safely for the continuation of their classes and then were able to be tested on their tractor safety knowledge with behind the wheel tests.

**4-H Horse Project-** The group was able to use the horse facilities, ten at a time, following UW-Extension rules, spread out during the late summer.

**4-H Groups-** Clubs were given the opportunity to use the larger building facilities for meetings to meet the rules for gathering given by UW-Extension.

**Messages on Sign-** We provided space on our digital sign for messages for many of the above groups as well as info on the Farmer's Angel Network Events during the summer.

**Sauk County Aging & Disability's Meals on Wheels-** Due to Covid they were no longer able to use the freezers at the health care center. We offered and they used our freezers at the fair since March of 2020 thru Oct. 2020.

**Wisconsin Department of Agriculture, Trade and Consumer Protection-** The Milk Hauler's recertification was held on the fairgrounds on two separate days, re-qualifying over 45 milk haulers with state certification.

**SJS Cancer Benefit Brat Sale-** The grounds were used for the SJS Cancer Benefit this year with great success for their annual fundraiser helping local cancer patients.

**Leases-** Helping our fair partners. The board voted to **not** collect any of the yearly lease payments due from the contracts held with our fair partners. This affected 4-H, Sauk County Farm Bureau, and the Baraboo Fire Department. These groups did not need to make payment to the fair this year.

**NEW- Garden Area-** A new garden area has been established in front of the Open Class Exhibit Building. With a grant from the Sauk County Arts & Culture Committee, and in partnership with the Sauk County Master Gardeners, the area has been revitalized.

Visitors will be able to identify the plants and enjoy their beauty. A huge thank you to Tonya & Jim Rockett for their time in planting this garden.

**Capital Improvements-2020** We worked with the city of Baraboo and they installed new city sewer and storm drains. This should help with water during heavy rains. We also will have a new entrance for during the fair. The new entrance will alleviate traffic/pedestrian concerns on the main path in front of buildings as vendors can use this entrance for drop off. We also were able to finish the new canvas roof on the Hoop Barn and a fixing a few structural issues. The installation took place in May. The new roof was necessary as the building had shifted some and the roof had many rips, the new roof should last for 25 years.

**Fairest of the Fair-** We have been so blessed to have Brandi Zick continue this past year as our fairest of the fair. Her genuine messages of hope and positivity have been great to break up the monotony of 2020. Thank you, Brandi, for your dedication to our fair! Current plans are to hold the Fairest of the Fair contest in the spring of 2021. Please, make sure to watch our website and Facebook for further information. Keep April 24th on the calendar.

**UPDATE on New Raise the Roof Building** -Progress has been made on plans for the new building and retrofit of the older building, with expectations to start construction next spring. We are still looking for a major sponsor and other sponsors also. If you know of a business who would like to be a sponsor, please suggest it to them and offer information. The location is amazing as Hwy 33 has heavy traffic that goes past the site. The site provides an excellent way for their name to be in our community daily. If you have more time than you have had in the past and can be apart of the planning and fundraising, please, consider joining us in this huge endeavor. This new building and the redo of the old building will impact the greater portion of our animal species that are brought to the fair, including, swine, goats, sheep, exotics, rabbits, poultry, and other small animals. We thank you for your support.

**Fair Food Drive-Thru-** In late August, our carnival stopped by and set up a food vendor drive thru. We did invite our local county food vendors, but they choose to stay at the locations they were at. Our fair carnival food drive-thru did well, and we received a percentage of sales as well as income from the camping during the week.

**From the Desk of the Treasurer.....**

The year 2020 has been full of challenges for everyone. With no fair in 2020, the Sauk County Agricultural Society had to take a hard look at cost-saving measures and COVID related funding opportunities in order to keep the Society moving forward. We adapted, thought outside of the box, and are in a better position than expected as we plan for 2021.

- 1> The Sauk County Agricultural Society applied for COVID – PPP funds to cover payroll costs during the spring / early summer months. The amount of \$7,918 was awarded and has already been forgiven to the society by the SBA.
- 2> The Sauk County Agricultural Society also applied for the EIDL (Economic Impact Disaster Loan) program with the SBA. The SBA awarded us a loan in the amount of \$150K for 30 years at 3%. Payback will start in 2021.  
These funds were used to pay-off the higher interest Bank of Prairie du Sac loan and the balance has been saved for project use.
- 3> **SOLAR PROJECT** –At last year’s annual meeting, a question was brought up regarding utility costs and exploring the possibility of installing Solar to the grounds. Happy to say that we were able to move forward on that project.

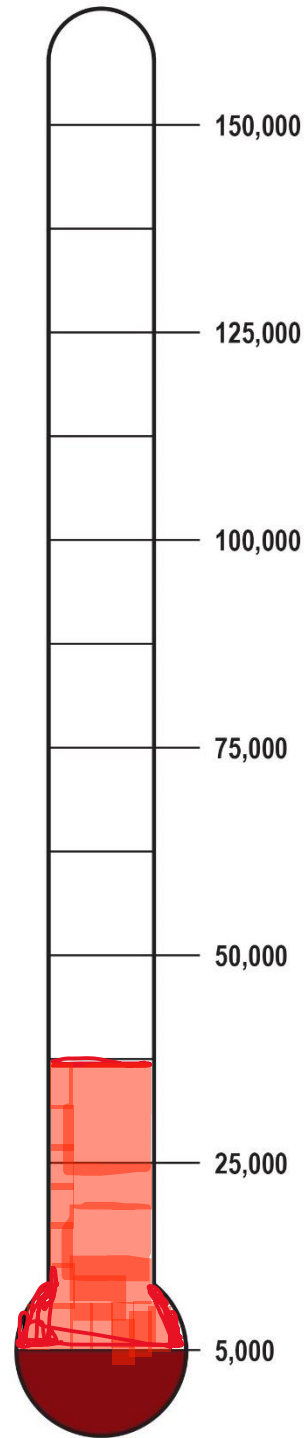
We have partnered with All Sky Energy in order to bring this project to life. The project consists of two (2) arrays to be installed on the grounds. One will be a standing array located by the digital sign facing 8<sup>th</sup> Street. The other installation will be put on the roof of the Litscher Pavilion.

In addition to receiving some discount for advertising on the costs, the Friends of the Sauk County Fairgrounds were awarded a grant that will fund the entire cost of all solar panels needed. Also, Focus on Energy will provide additional funding due to the scope of the project.

Below is a complete breakdown of the costs and the estimated payback period for this project.

Projected Cost: **			
Standing Arrays	\$ 18,408.00		
Roof Panels	\$ 21,990.00		
<b>SOLAR FOR GOOD GRANT</b>	\$ (8,666.00)		All 52 panels needed for array
<b>Less: Focus on Energy Discount</b>	\$ (3,340.00)		
Total Cost	\$ 28,392.00		
** Includes a \$3,000 discount for ALL SKY ENERGY to be able to display advertising in 2 locations on the grounds (by the arrays)			
2019 Total Electricity costs			
Yearly Savings (est)	\$ 6,720.95		
New Total Electric Costs	\$ (2,871.00)		
	\$ 3,849.95	43%	Savings
<b>Payback Estimate with Grant</b>	<b>4.43</b>	<b>Years</b>	

# Sauk County Fair *Raise the Roof* Building Fundraiser



The goal of this fundraiser is to raise money for a new animal building to replace the existing Swine and Small Animal barns. This building will be the new home for the Sheep, Swine, Goats and Exotics projects during the fair. We will also be remodeling the existing Barn 14, which currently houses the Sheep, Goat, and Exotics projects, to make it the new Small Animal Exhibits building.

Contact any of the Fair Board Members or send an email to [info@saukcountyfair.com](mailto:info@saukcountyfair.com) with questions on how to support this project through whatever means possible, whether it is financially or through in-kind donations. We all have a monumental but worthy task ahead of us, so every little thing helps!

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Sauk County Agricultural Society, Inc.

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**Please, consider helping in this monumental undertaking! We want to give our youth exhibitors a safe and effective facility to teach, grow, & learn. Join us, make tax deductible donation now! Questions, please contact us, we would be happy to speak with you about this fairground building expansion.**

**Do you love the fair? Did your mom, dad, grandma or grandpa? Maybe your kids have really grown as an exhibitor? You have a chance to have them honored and memorialized at the Sauk County Fair, see next page for donation info.**



## SUPERINTENDENTS

**Junior Fair Superintendents:** Dairy-Brad Anderson & Gary Kaun; Beef-Doug Larsen; Swine-Sydney Bailey; Sheep-Lesa Knuth, Paula Brandt, & Katie Meyer; Goats-David Cook; Horse-Heather Marlette; Poultry-Missy Even, Delvin Craker; Rabbit-Kim Klicko; Dogs-Katie Cook; Animal, Vet Science & Pet- Franklin Cook; Domesticated Exotics-Bobbi Hartley & Nick Hartley; Small Pocket Pets- Franklin Cook; Cats- Jean Bonham & Mary Bonham; Plant & Soil Science- LaNell Jaquish Flowers & House Plants- LaNell Jaquish; Natural Resources Sciences- Jean Sandmire; Exploring- Eileen Eberle; Cultural Arts- Sharon Verthein; Photography- Bill Schuette; Computers- Jean Sandmire; Woodworking- Franklin Cook, Electricity- Franklin Cook; Mechanical Science- Jean Sandmire; Foods & Nutrition- Kathy Genz; Clothing-Sharon Verthein; Knitting & Crocheting- Connie Meyer; Home Environment- Connie Meyer; Communications- Eileen Eberle; Youth Leadership & Self Determined- Eileen Eberle; Health Sciences- Connie Meyer; Cloverbud Fair Exhibits- Dorothy Harms.

**Open Class Superintendents:** These fine volunteers keep our open class fair running smoothly each year. They put in a lot of time each year making sure their departments are accurate in the fairbook. During the fair they check-in all exhibits, keep the judging running smoothly and set up the entire building for our fairgoers to enjoy. We are very lucky to have a group with such a positive attitude and love for our fair! They make sure our open class exhibitors have a successful experience showing! Make sure to thank them for their help with our fair! Thank you, superintendents!

**Open Class Superintendents:** Field Crops, Vegetables & Fruits-Donna Meier; Flowers & House Plants-Donna Meier; Natural Sciences-Donna Meier; Cultural Arts-Audrey Belter & Marjorie Stieve; Photography-Diane Thomas; Woodworking-Audrey Belter & Marjorie Stieve; Food & Nutrition-Eunice Yanke; Clothing- Tonya Schneider; Knitting & Crocheting; Home Furnishings-Tonya Schneider.

\*Gardeners, Crafters, Photographers, Knitters, Crocheters, Sewers, Baker's Woodworkers, Beekeepers, Home Interior Decorators.....

## HELP US MAKE OUR FAIR THE BEST AROUND

We need you to keep bringing your amazing items to the Sauk County Open Class Fair! What? You haven't brought anything before? Well, time to start. How do you stack up against the rest of Sauk County? Time to find out! Our open class book will be available mid Feb on our website. You can take a look at last year's book, check out exhibitors/open class 2021 fairbook. Entering is easy, we have online entry! **Enter from May 15th to June 7th, 2021.** For a \$5.00 entry fee you can bring 10 items! **Plan on bringing the items July 13th, 2021 for your chance at ribbons, \$ and the glory and bragging rights only winners get!** Oh, and you can't win unless you ENTER!!!

### NEW FOR 2021

#### CRAFT BEER AND WINE CONTEST COMING TO THE 2021 SAUK COUNTY FAIR

Do you make a homebrew beer or wine? Do you know anyone who makes their own brew or wine?

For the first time EVER..... we will have an amateur homebrew beer competition and an amateur vintner's competition in our open class department!! That's right, you heard it first. This is something new and exciting to look forward to. So, start brewing and fermenting, master your craft for a chance to win the first ever Champion Craft Beer and Wine at the Sauk County Fair!!

#### The Fair Beer Stand for 2021....

We cannot wait to see you at the beer stand at the next fair! We will have several local county non-profits working the stand for us at the next fair. We plan on having your favorite liquid beverages for you to enjoy while you have a chance to catch up with your friends and family or take in a grandstand show. Help us celebrate our inaugural year!

#### 2020-2021 Calendar

**December** 8th, 2020- Sauk County Agricultural Society, Inc. Annual Meeting. 7pm, Baraboo, Civic Center.

**April** 24th, 2021- Fairest of the Fair-6pm, check our website or Facebook for location.

**June** 5th, 2021- Friends of the Grandstand Truck and Tractor Pull, Baraboo Grandstand.

**July** 12th, 2021-July 18th, 2021-Sauk County Fair

**\*\*\*Join the Sauk County Agricultural Society, Inc. membership is \$20.00 per year, members get a free parking pass for the fair. Lifetime memberships are \$200.00. Membership forms are available on our website.\*\*\***



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November 2, 2020

Dear Supporters of the Sauk County Fair,

I first would like to start out by thanking all of our sponsors. This has been a very trying time for everyone, while we try to navigate safely through Covid-19 and not being able to hold the 2020 Sauk County Fair.

The Sponsors that donated to the 2020 Sauk County Fair will be put towards the 2021 Sauk County Fair.

We are already planning for a very fun filled 2021 Sauk County Fair. I hope we can count on all of our Sponsors continued support.

All of this would not be possible without your help! We have now established a recognized 501c3 nonprofit which we have named "Friends of the Sauk County Fairgrounds" for various fundraising purposes. This will open more doors such as applying for grants, allowing donors to include their contributions to fundraising as a tax deductible donation, as well as pursuing more sponsorships.

Plans for a new animal building are still in the works and we are actively fundraising for the new Sheep/Pig/Goat barn, the fairgrounds are busting at the seams and in need of repairs. Support is needed for not only maintaining the fairgrounds but for updates that needed as well.

Your support to the Sauk County Fair is greatly appreciated. Let us all look forward to the 2021 Sauk County Fair to Teach, Learn, and Grow through Family and Fun! Hope to see you there

Sincerely,  
Tara Greenwood  
Sponsorship Coordinator

Scott Zirzow, *President*

Amy Bible, *Treasurer*

Kim Klicko, *Director*

Greg Stieve, *Director*

Dan Greenwood, *Vice President*

Kevin Turner, *Marshall*

Lindy Larsen, *Director*

Brady Neuman, *Director*

Liz Cook, *Secretary/Manager*

Josh Nagel, *Director*

Mikala Turner, *Director*

John Darrow, *Grounds Manager*

***Interested in being a sponsor for the 2021 fair?  
Contact Tara for more information and opportunities.***



## Event Sponsorship Benefits – 2021

### **Grandstand Event Sponsor – \$5,000**

- Same as Grand Champion Sponsor (see reverse)
- 10 grandstand passes and 4 parking passes
- Banners to be on display all week in beer stand
- Name recognition

### **BSTP Tractor Pull (Friday) Presenting Class Sponsor – \$2,500**

- Same as Reserve Grand Champion Sponsor (see reverse)
- Sponsor a class of your choice
- 8 tractor pull tickets and 2 parking passes
- Name recognition

### **Pullers Inc. (Tuesday) Presenting Sponsor – \$1000**

- Same as Red Ribbon Sponsor (see reverse)
- Sponsor a class of your choice
- 4 grandstand passes and 2 parking passes
- Name recognition

### **The Dweebs (Wednesday) Presenting Sponsor – \$1000**

- Same as Red Ribbon Sponsor (see reverse)
- Sponsor The Dweebs
- 4 grandstand passes tickets and 2 parking passes
- Name recognition

### **ATV Racing (Thursday) Presenting Sponsor – \$1000**

- Same as Red Ribbon Sponsor (see reverse)
- 4 ATV Racing passes and 2 parking passes
- Name recognition

### **Demo Derby (Sunday) – \$1500**

- Same as Blue Ribbon level
- 6 grandstand passes
- 2 parking passes
- Name recognition

# **Thank you for your support of the Sauk County Fair!**

**Annual Meeting will take place on\*\*\*\*  
\*\*\*\*\*Tuesday, December 8th, 2020\*\*\*\*\***

**\*\*\*\*NEW LOCATION\*\*\*\***

**Baraboo Civic Center**

**124 2nd St, Baraboo**

**Rm 12/14\*\*\*\*7pm**

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