



NEBRASKA STATE FAIR BOARD

Crown Plaza, Kearney NE

Meeting Minutes

Friday January 21, 2022

A regular meeting of the Nebraska State Fair Board was held on Friday, January 21st, 2022, at 2 p.m. Public notice of this meeting was published in the January 14th and 15th issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website on January 4th, 2022, and on the Nebraska State Fair Website. The public was invited to attend in person.

Roll call was read with the following members present: Bob Haag, Secretary; Kevin Jorgensen; Beth Smith, Chair; Dawn Caldwell, Vice Chair; Boyd Strope, Treasurer; Lanna Hubbard; Tom Schellpeper; Kathleen Lodl; Ryan Hassebrook via zoom; Jeff Kliment; Steve Wehrbein; Tom Dinsdale via phone. Others in attendance at the board room were: Bill Ogg, Executive Director; Judy Trent, Office Administrator/ Board Liaison; Holle Evert, Director of Sales; Karli Schulz, Director of Events; Joe Stump; Terry Galloway; Lindsey Koepke; Mark Fahleson via zoom and NAFM members.

Smith announced the meeting had been properly advertised as an open meeting and informed those in attendance of the posting location of the Open Meetings Act.

Approval of Consent Agenda

Motion made by Boyd Strope for Approval of Consent Agenda.

Second by Bob Haag.

Upon roll call vote, motion to approve consent agenda passed unanimously.

Financial Reports were reported by Joe Stump and Jaime Parr.

Approval of December 2021 Financial Report

Motion made by Tom Dinsdale for Approval of December 2021 Financials.

Second by Dawn Caldwell.

Discussion: Terry discussed the history and the overall progress of the financials.

Upon roll call vote, motion to approve financials passed unanimously.

2022 Budget Presentation and Discussion

Motion made by Kevin Jorgensen for Approval of 2022 Budget.

Second by Boyd Strope.

Discussion: No other discussion.

Upon roll call vote, motion to approve 2022 Budget passed unanimously.

Jaime Parr presented the 2022 Budget to the Nebraska State Fair Board.

Bill Ogg commented "If you are a department head at the Nebraska State Fair or of any business, you take ownership of the department that you are responsible for and that includes the financial activity within that department." Bill Ogg stated "We are a State Fair, and our mission is agriculture education, exhibition and wholesome competition. Those events are not profit centers, so it is important for responsibility of financial activity and that is what the fair is here for. We have other areas that are intended to be profit areas, but we are blessed with the support of the Nebraska State Lottery. That allows us to put on a fair at the level and capacity that we have and can do so basically at over 40% of what we could provide had we needed to do purely as a business or enterprise." We try to be conservative on our revenues."

Bill Ogg also discussed the increase of expenses from last year, but comparable to past years. Inflation and increased labor costs will affect the expenses.

Bill stated “We are a public trust, also an arm’s length division of the State of Nebraska, and officially we are a non-profit corporation. A non-profit corporation should act and operate fiducially responsible and we intend to do that.”

Joe Stump reiterated that staff was very involved in the budget for each department this year and would recommend approval of the budget to the Nebraska State Fair Board.

Board Committee Reports

- Executive Meeting report reported by Beth Smith.
 - Reported on the UBT retirement.
 - Governor Ricketts did include the state fair in the ARPA funds budget.
 - February meeting will be in Lincoln on Thursday at 9 am.
- Agriculture Committee was reported by Jeff Kliment.
 - Committee did not meet this month.
- Events was reported by Steve Wehrbein.
 - Committee met briefly.
 - Reported on event dates and some event changes.
 - Forms are available for special events.
- Facilities Planning was reported by Dawn Caldwell.
 - Joe Ripp will be joining the operations department the end of January.
 - The Master Plan was included in the ARPA funds.
 - Clarification on capital expenditures will be approved at February meeting.
 - Discussed the passing of Ronnie Miller and the parking lot to be named after him during the fair or some other memorial.
- Finance Committee reported by Boyd Strobe.
 - Working on reserve policy and then have Mark F. look through.
 - Funds availability looking at making an extra payment on the Five Points Bank loan.
 - Advance ticket preview was disused.
 - Jaime gave budget review to the committee.
 - Capital expenditures next month for February meeting.
 - Boyd wanted to point out Bill Ogg has amicably solidified relationships. Bill Ogg was able to reduce the interest rate loan on our loan and reduced the rent with Fonner Park.
- FFA reported by Ryan Hasebrook.
 - Continue to prepare for 2022 event.
 - State FFA convention is to be back in person this April 2022.
- 4-H reported by Kathleen Lodl.
 - Thank You to the Fair for the focus of the young people.
 - Continuing to work on 2022 events. Counties are writing their books and what they want to keep and change. Will see some extended classes.

Foundation Update

- Lindsey reported on the 1868 foundation.
- Introduced NAFM members, 1868 member and Nebraska State Fair members.
- Mentioned some great ideas for a kick-off event for the first day of the fair.
- Terry Galloway went through the end of year financials. Discussed the contributions given to the Nebraska State Fair for improvements.
- Once the funding is decided can plan on what will be next for improvements.

Deputy Executive Director Report – Jamie Parr

- Completing weekly financial flash reports at the weekly meeting.
- Working with onboarding and interviewing.
- Working with HR consult to improve our HR department.
- Working through Strategic Plan and implementing.

Department Staff Reports

- **Competitive Exhibits by Kourtney Lingeman**
 - Working on competitive books.
 - Kourtney Lingeman introduced herself to the Nebraska State Fair Board.
- **Events report by Karli Schulz**
 - Putting together RFP's for production.
 - Working on events.
 - Applications for regional and Nebraska talent will open February 1, 2022.
 - Strategic plan of various events.
- **Sales by Holle Evert**
 - Sending out returning vendor applications.
 - New vendors can also sign up for this year.
 - Learning Campground layout.
 - Working on Read and Win.
 - Working on RFP for decorators.
 - Keaton Irwin is new team member in Sales Manager. Keaton Irwin introduced himself to the board.

Executive Director Report – Bill Ogg

- Bill Ogg gave some history of working with the NAFM members in the Past.
- Spoke about the partnership with Fonner Park and GILCA (GI Chamber, Visit GI, Fonner Park and Nebraska State Fair (management and booking of livestock shows)) and the importance of each partnership.
- The Blue-Ribbon Rollout was a great fundraiser for the foundation at the Nebraska State Fair.
- The Master Plan process has been valuable marking out the future of the grounds of the Nebraska State Fair.
- Aksarben has been controversial for years but should be proud of how it turned out this year economically and the fun it brought to agriculture.
- Strategic Plan of the Nebraska State Fair. This plan has been the best thing for the fair and going forward will set the tone of the future.
- Bill Ogg went through the strategic planning.
 - Key Planning Assumptions.
 - Nebraska State Fair Mission Statement
 - Nebraska State Fair Vision
 - Nebraska State Fair Core Values
 - Five Year Objectives
 - Core Strategies
 - Strengthen the team and our teamwork.
 - Maintain and improve grounds, facilities, and equipment.
 - Create a more welcoming and robust guest experience.
 - Cultivate win-win relationships with key partners and stakeholders.
 - Organizational Chart

Other Business

- IF you see your state senator, please ask for their support for the Nebraska State Fair.
- In the trade show there are copies and descriptions of the master plan.

Future Nebraska State Fair Board Meeting Dates and Locations (tentative)

- February 17th, 2022, in Lincoln, NE

Adjournment

Motion made by Jeff Kliment to adjourn the meeting.

Second by Steve Wehrbein.

Upon roll call vote, motion passed unanimously.

Time adjourned: 3:35 pm