



NEBRASKA STATE FAIR BOARD
Nebraska State Fair Board Room, Grand Island NE
Meeting Minutes
June 18th, 2021

A regular meeting of the Nebraska State Fair Board was held on Friday, June 18th, 2021, at 10 a.m. Public notice of this meeting was published in the June 11th and 12th issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website on June 4th, 2021, and on the Nebraska State Fair Website. The public and press were invited to attend in person, via zoom or Facebook live.

Roll call was read with the following members present: Dawn Caldwell, Vice Chair; Bob Haag, Secretary; Kevin Jorgensen; Beth Smith, Chair; Boyd Strobe, Treasurer; Steve Wehrbein; Tom Schellpeper; Lana Hubbard; Tom Dinsdale; Chris Kircher via zoom; Ryan Hassebrook via zoom. Others in attendance at the board room were: Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Gary Kubicek, Director of Marketing; Scott Yound, Operations; Vaughn Sievers, Director of Agriculture; Laura Hurley, Experiential Partnerships; Judy Trent, Office Administrator/ Board Liaison; Mark Fahleson, Rembolt Ludtke; Joe Stump, AMGL.

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 Strobe to approve the consent agenda.

Second by Tom Dinsdale.

Discussion: No Discussion

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

Approval of May Financials

Joe Stump and Jaime Parr reported on May Financials.

Motion made by Dawn Caldwell that the financial documents through May 31st, 2021, be approved by the Board as presented:

1. Balance Sheet vs Prior Year
2. Period and YTD Profit and Loss Statement for Organization
3. Period and YTD Profit and Loss for Aksarben only

Second by Kevin Jorgensen

Discussion: No Discussion

Upon roll call vote, motion to approve May Finances passed unanimously.

Deputy Executive Report: Jaime Parr

- Completing weekly staff meetings with review of financials and flash reports.
- Working on RFP's, identifying what could be completed in 2021. There is a couple of RFPs that plan to be completed this fall. Others will fall into future years including 2022.
- The box office has printed advanced Home Federal Hometown tickets and they are to go on sale in July.
- Onboarded two events personal.
- Performing staff and partner meetings. Weekly meetings with the sales department, marketing, sponsorships, and events.
- From the Agriculture and Marketing side there has been a partnership meeting with Nebraska Public Media and Aksarben. Internal meetings on financial support as well as event layouts. Some great changes for Aksarben this year and excited to roll out the Aksarben event in September.
- Information has been sent out to be review Liquor licensing.
- Sports and Concert field layouts and measurements.
- Jaime wanted to thank all the staff for working together.
- Staff participated in trash clean up in the community.
- Nebraska State Fair staff continue to support local non-profits.

Department Reports

- **Agriculture and Aksarben: Vaughn Sievers**
 - Agriculture team has been meeting once a week to discuss goals for the week.
 - Livestock and competitive is up on the website.
 - Exhibitors can find what is available for the 2021 Nebraska State fair with the intent of opening up entries July 1st.
 - 1500 children are registered for the Nebraska Largest Classroom with a date extension.
 - There will be volunteers to come help with load in and out this year at the fair.
 - The Aksarben schedule is up on the website and premium books.
 - Orders for DNA, and Boilers. Entries will close July 1st.
 - There is a boar goat show currently happening on the fair grounds.
 - **Events: Jaime**
 - Introduction of Teena Fedorchik and what events she will be organizing.
 - Introduction of Karli Schulz and what events she will be organizing.
 - Teena Fedorchik gave a bio and her expertise in the events area.
 - Karli Schulz gave a bio and her expertise in the events area.
 - **Marketing & Sponsorship**
 - **Sponsorship: Laura Hurley**
 - Reported on update of sponsorship financial amounts.
 - Booking and taking care of arrangements for the Hospitality Suite during State Fair and Aksarben.
 - Bill Marshal Volleyball Classic plans are on track.
 - RFP apparel is done, and staff and board will be receiving information on how to order staff apparel.
 - Governors get together will be the first Saturday morning and is currently in preliminary stages.
 - Tree Graffiti or Tree Bombing with nonprofits has started and on Monday it will be open to more nonprofits. The Nebraska statewide competition will begin after July 4th.
 - Sponsor Activation Blueprint.
 - Putting together web pages for sponsors.
 - Working with NRG radio and adding old jingles into the PA announcements.
 - Sponsor prospecting will continue.
- Thanks to Holle, Janna and the Agriculture team for activating programs.

- **Marketing: Gary Kubicek**
 - Two billboards were put up this morning.
 - Media buys are all completed with a few on the side that were not included in the beginning. They will be aired after the 1st of July. Made some commitments from outside of the state.
 - County Fair Signs are in the process of getting done and ready to be mailed out.
 - Evaluation of all signs on the ground.
 - The Kiosks are still being looked out but will probably not be used to the full extent this year.
 - Agreement with NRG to do mobile marketing.
 - Greg Wagner with the Nebraska Game and Parks has agreed to do his weekly 2-hour radio show at the Nebraska State Fair on the first weekend of the Fair.
 - Cornhusker State games will have a Nebraska State Fair flyer in the contestant's packets.
 - The Grand Drive is going to be in Aksarben, and we are working to get awards and scholarships.
- **Operations**
 - Working on GILCA shows set up and clean up.
 - Received a new skid loader.
- **Sales**
 - Indoor spaces are full and working with where vendors will be located.
 - Concessions are full, with a couple new ones.
 - Still taking applications for outdoor spaces.
 - Working on tents and equipment rentals.
 - Working on the sustainability pavilion.
 - Campground is selling well and there are only a few spots open.

Executive Director Report – Bill Ogg

- Bill attended the NALSARAMA in Texas while the agriculture team unselfishly stayed back to work on premium books and get work done. They did attend some sessions via zoom.
- Bill represented the Nebraska State Fair and Aksarben at NALSARAMA. Bill stated "It is important that we do participate. Aksarben in fact was a member of this organization some 40 years ago and The Nebraska State Fair joined sometime a decade or two later". Received good information on rules & regulations, judges' information, and DNA testing. Haas Wilkerson was there and discussed insurance needs and the Nebraska State Fairs renewal rates. Their services are valuable to the Nebraska State Fair. Bill Ogg spoke with master planners; they were interested in what is being planned in Grand Island.
- The cooperation of city, county, Hall County fair, Fonner Park, and State Fair will have as much value as the project itself.
- Proud of the staff in multiple ways. Staff participated in litter clean up in the community.
- Negotiated extension of the Luebbe Parking Agreement.
- Thank You to the volunteers and staff that helped with planting flowers for the landscape during the fair.
- Nebraska State Fair had the opportunity to introduce Lynn and Amy to GILCA partners.
- Worked with GILCA on compensation of time and equipment used.
- Working with the economic impact with the community.
- Meeting with Nebraska State Patrol with the focus on alcohol distribution and the Nebraska State Fair will remain the same protocol as many years. Bill stated, "I would like the boards attention and the public's attention this year to visualize or think about an open campus and what that would look like in the future."
- Annual Chamber Commerce Annual Banquet was attended by staff.
- Economic Council Development meeting was attended by Nebraska State Fair staff.
- East side events are being focused on with the weekly entertainment going on and the movement of bleachers.

- Thank You to AMGL and Mark Fahleson for their services.
- Thank You for the support from volunteers and sponsorships.
- Nebraska Civil Air Patrol is volunteering to help at the Nebraska State Fair.
- Still searching for concert line up. Reason for one of the groups that was interested in coming had to decline because they could not assemble a tour group.
- One concert for Older Nebraskan's Day and 3 outdoor concerts. There is one committed country artist and looking for different genres for the other 2 concerts.
- Applaud the fair team for putting everything together.
- Show schedule has been challenging to put together. It will take some research to see how sustainable this schedule will be this year.

Fair Board Committee Reports

- **Agriculture: Dawn Caldwell**
 - Dawn will be reporting for Jeff.
 - Judges are all solid.
 - Reviewing Animal Disaster Evacuation Plan.
 - Analyzing best place per cost and accuracy for drug testing that needs done for State Fair and Aksarben.
- **Events: Steve Wehrbein**
 - Excited to have the 2 new staff to work on events.
 - Review of events information dates and times.
- **Facilities Planning: Dawn Caldwell**
 - Last meeting had a good tour of east end of grounds.
 - Will be having another tour of the grounds on the west end. Goal is to make sure everyone knows where lights are, spaces that can be used or areas that needs improvement.
 - Regarding the Master Plan process, questions where due and many where submitted. Anticipate up to a dozen proposals for review.
- **Finance: Boyd Strobe**
 - All members where present with Bill, Jaime, and Joe.
 - Status of SBA Loan.
 - Discussed financials and budget in detail.
 - Discussed the options of the automobiles being part of wage and taxable income.
 - Joe has been working on fiscal policy and reserved amount we should obtain.
- **Executive: Beth Smith**
 - Bill Ogg's performance review has been sent out to the board. Overall reviews have been excellent, particularly on financial management, the relationship with the board and external constituency. Those were 2 areas that board needed when looking for an Executive Director.
 - July meeting will discuss an option for a bonus for Bill and to change the review to October.
 - Next meeting will be July 16th.
 - Plan August meeting to be right before the fair.

1868 Foundation Update

- Release on June 1st for application questions was sent out. All answers needed to be sent out today.
- Thank You to all those who helped answer all these questions.
- Response to Master Plan RFP is July 1st, 2021.
- Shout to new board member Jill Staab.
- Looking for grant funding for agriculture team in helping out with Aksarben.
- Gave the financial situation of the 1868 Foundation.
- Annual Blue Ribbon kick off (The Great Steak Debate)

Other Business:

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

July 16th, 2021, Nebraska State Fair Board Room, Grand Island, NE

Adjournment

Motion made by Tom Dinsdale to adjourn the meeting.

Second by Boyd Strope.

Upon roll call vote, motion passed unanimously.

Time adjourned: 11:39 am