



NEBRASKA STATE FAIR BOARD
Nebraska State Fair Board Room, Grand Island NE
Meeting Minutes
Wednesday November 17, 2021

A regular meeting of the Nebraska State Fair Board was held on Wednesday, November 17th, 2021, at 1 p.m. Public notice of this meeting was published in the November 12 and 13th issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website on November 4th 2021, 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 Joregenesen; via zoom Beth Smith, Chair; Dawn Caldwell, Vice Chair; Boyd Strope, Treasurer; Lanna Hubbard; Tom Schellpeper; Kathleen Lodl; Ryan Hassebrook; Jeff Kliment; Steve Wehrbein. Others in attendance at the board room were: Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Judy Trent, Office Administrator/ Board Liaison; Vaughn Sievers, Director of Agriculture; Gary Kubicek, Director of Marketing; Holle Evert, Director of Sales; Karli Schulz, Director of Events; Tina Thuernagle Operations Lead; via zoom Joe Stump; Lindsey Koepke; Mark Fahleson.

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 Steve Wehrbein.

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

Financial Reports were reported by Joe Stump and Jaime Parr

Approval of October 2021 Financial Report

Motion made by Steve Wehrbein for Approval of October 2021 Financials.

Second by Jeff Kliment.

Discussion: No Discussion.

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

Board Committee Reports

- Executive Meeting report by Beth Smith.
 - Beth Smith and Bill Ogg reported on the Nebraska State Fair Strategic Plan.
 - Mission Statement
 - Vision Statement
 - Statement of Values

Approval of Mission Statement, Vision and Values

Motion made by Tom Dinsdale for Approval of Nebraska State Fair Mission Statement "To recognize the achievement of Nebraskans, celebrate youth and Fair traditions and showcase agriculture while providing educational and entertaining experiences for all."

Second by Boyd Strope.

Discussion: No Discussion.

Upon roll call vote, motion to approve Mission Statement passed unanimously.

Motion made by Boyd Strobe for Approval of Nebraska State Fair Vision “To become Nebraska’s most loved and anticipated celebration of agriculture, entertainment and education!”

Second by Tom Dinsdale.

Discussion: No Discussion.

Upon roll call vote, motion to approve Vision Statement passed unanimously.

Motion made by Dawn Caldwell for Approval of Core Values of “Integrity, Honesty, Respect, Teamwork, Humor, Accountability, Safe environment, Servant leadership and Open communication.”

Second by Steve Wehrbein.

Discussion: Mark Fahleson suggested that if Humor was left in the core values by accident know is the time for a motion to amend by striking that from the core values. Bill explained that it was brought back to the staff and felt it was important and would encourage the board to leave Humor in the core values.

- **Agriculture Committee was reported by Jeff Kliment.**
 - **Committee talked about competitive duties during fair and adding a position to cover those duties.**
 - **Agriculture team had meeting with vets about the Birthing Pavilion.**
 - **The Livestock area discussed the needs of security and rules.**
 - **Committee discussed the forming of hiring committee for judges.**
 - **Meetings with open class and equine superintendents and how to make improvements for next year.**
 - **Committee discussed Aksarben and next year’s budget.**
 - **Discussed GILCA and the bidding process for summer building rentals.**

- **Events was reported by Steve Wehrbein.**
 - **Thank You to Karli Schultz for coordinating events this year.**
 - **Went over events that will happen during the 2022 fair.**
 - **Discussion about recognizing individuals and sponsors during the 2022 fair.**
 - **Talked about the Veterans Day, and maybe change the Veterans Day so it does not fall on Labor Day.**
 - **Open Ceremony discussion.**
 - **Talked about the dirt events and how cost affective they are.**

- **Facilities Planning was reported by Dawn Caldwell.**

Approval of acceptance of Exhibit H. (Guaranteed camper spaces to the east and to the south of the current completed camper spaces.)

Motion made by Dawn Caldwell to approve Exhibit H.

Seconded by Tom Dinsdale.

Discussion: Committee talked about if there would still be a good bath house and that it remains in the same place so there is no added expense in moving the bath house. Make sure there is adequate driving access along the campground to the east area.

Upon roll call vote, motion to pass Exhibit H passed unanimously.

Motion made by Dawn Caldwell to pass Exhibit H with the consideration that we maintain the bath house and adequate driving access into the pit area/practice track.

Seconded by Boyd Strobe.

Discussion: No other discussion

Upon roll call vote, motion to pass Exhibit H with the amendment to maintain the bath house and adequate driving access passed unanimously.

- **The job description for Operations Director has been posted.**
- **Tina suggested that the warmup arena be hard surfaced for storage for operations and facility staff.**
- **Dawn reported on the continuation of the master plan and hope to receive the final report in December.**

- Finance Committee reported by Boyd Strobe.
 - Went through financial report.
 - Spoke about the goals found through the strategic planning.
 - The staff is working on the 2022 budget and have it available for December.
 - The staff is working on capital requests for approval in January meeting.
 - Discussed the Capital Reserve program.

Approval to ratify the submission of the application for Forgiveness of the PPP Loan.

Motion made by Boyd Strobe to ratify the submission of the application for forgiveness of the Nebraska State Fair PPP Loan and since we have received that I would accept the forgiveness.

Second by Tom Dinsdale.

Discussion: No other discussion.

Upon Roll call vote, motion to ratify the submission of the application for forgiveness of the Nebraska State Fair PPP Loan and since it was received, to accept the forgiveness passed unanimously.

Deputy Executive Director Report – Jamie Parr

- Working with staff on budget and weekly meetings.
- Spending time on the strategic planning.
- The statewide team give back, and the staff has been working in the community.

Department Staff Reports

- Agriculture and Aksarben report by Vaughn Sievers
 - High priority for November has been attention to detail on Budgets and talking about where and when dollars have been spent.
 - Transparency with Specie Superintendents and have a listening to ideas and concerns.
 - Getting more involved in a “TEAM Culture” staff environment.
 - Lynn Gordon Resigned as Competitive Exhibits Manager/ AK stock Show manager.
 - In search of Competitive Exhibit Manager to oversee all CE. 4-H/FFA Static and 4-H dog show on the State Fair website. Posting closes on December 3rd with the goal of interviewing mid-December
 - Working on Budgets for the 2022 fair
 - Vickie Sich has stepped up with helping us manage the competitive area and is willing to help train new Manager when hired.
 - A CE superintendents meeting is tentatively planned for the first week of December.
 - Nebraska’s Largest Classroom and Activity acres will be handled by the events team next year.
 - Dr Missy scheduled and hosted a Birthing Pavilion with good ideas and request for us moving forward that were discussed.
 - Amy has held numerous meetings with specie superintendents discussing their notes from the 2021 fair and talked about how to get better in 2022.
 - Amy and Dr Steve Krull also Scheduled Equine superintendent meeting with show heads.
 - Goal is to get more equine shows and to have some of them during larger crowd times during fair.
 - Discussed implementation of a committee list to hire judges for 4-H and FFA.
 - 4-H and FFA will be on separate weekends just like 2022.
 - There will be some tweaking and minor adjusting with open shows.
 - We are advertising for an Aksarben Stock Show Manager. With posting being on the State Fair website. Posting date closes on Dec 3, 2021. Goal is to interview mid-December.
 - We are taking more of a team approach on taking ownership of Aksarben than previous years with the New Manager being the “go to” person.
 - Amy and I are working closely with Dianne at Fonner Park on the small print and details in contracts.
 - The GILCA Senior management is having more meetings recently to discuss several topics including details in contracts.

- We have an updated schedule for 2022. fewer shows next year compared to 2021, but the following 23 & 24 are filling up fast.
- Will be attending some national cattle shows to promote GILCA/State Fair and Aksarben and IAFE.
- Events report by Karli Schulz
 - Discussion on how to make some events more exciting.
 - Talked about dirt events and if they are cost effective.
 - Working on budget and booking of all grounds, strolling and free stages.
 - Communicating and explaining are great events at the State Fair with everyone at IAFE.
- Marketing and Sponsorship report by Gary Kubicek
 - Swanson and Russell will not be providing their services to the fair next year. The state fair will be looking for new agencies.
 - The Grand Island Independent has been working with the fair on billboards and gate book.
 - Will be using the theme Nothing More Nebraskan next year.
 - County fair banners have been updated and ready to go out at NAFM
 - Participated in a recognition for 6 veterans with a fruit basket and cutting board.
 - Gathering budget numbers and working on the 2022 budget.
 - In the process of job description for Sponsorship and Hospitality position to post.
 - Proposal for new sponsor partner agreements form.
 - The Kregel windmill has offered to donate an original windmill to the Nebraska State Fair to display.
 - Reported on an opportunity for a Farm family to be on a tv series.
 - The calf 2022 challenge received 15 applications.
- Sales by Holle Evert
 - Working on budget and researching vendor booth pricing.
 - Post fair assessments for vendors and getting forms ready for returning vendors.
 - Updating rules and regulations for 2022.
 - Working on the marketplace layout.
 - Using event pro and working on more paperless options.
 - Meet with 4-H and how the statics exhibits area will look like in 2022.
 - Reaching out to vendors hoping to form a communications committee.
 - Completed a first course through IAFE.
 - Looking into a Nebraska made area for 2022 fair.
- Operations by Tina
 - Just came into a full-time role a month ago.
 - Getting items repaired from other departments.
 - Working on the budget for the 2022 fair and what operations look like.
 - Maintenance and Janitorial work have been done throughout the buildings.

Executive Director Report – Bill Ogg

- Recognition of the Nebraska Lottery and the value of their partnership.
- The team did a good job in budgeting and keeping it close for the 2021 year.
- Aksarben did a status que budget and wanted to look at it independently. Because of the team and budgeting the Aksarben stock show will show some of a profit instead of a loss.
- Budget should be more accurate for this next year with the changes in line items.
- Strategic Planning Process
 - Thank You to all that participated and approving the strategic planning.
- NAFM
It will be at a new venue in January.
Need to know the board members who will be going to be needing a room for NAFM event.

District 2 and 6 will be up for board seat at the State Fair.

- **IAFE**
Will be in San Antonio Texas this year. It is a premier educational opportunity. Steve and Tom S. will be attending as board members.
- Rocky Mountain Association last week and then the North Dakota and South Dakota Associations this week.
- The operation director was posted today, the delay was due to the strategic planning process. The position has refined responsibility to help with the master planning.
- Invested time with Terry Galloway and Walt Radcliff on the federal funds and how to work on the project and proposal.
- The agenda was changed for the board committee be first and then staff reports. Would like to keep this agenda for future meetings.
- Fair is in a good place and be proud to be a board member at the Nebraska State Fair.
- December 17th, 2021, meeting will have a significant number of items to be addressed including the budget approval.
- Master Plan presentation on December 14th and 15th, 2021.

1868 Foundation Update

- Lindsey Koepke reported on the 1868 Foundation.
 - Thank You to all the team work on the LR 178.
 - The foundation is looking for candidates to serve on the board. There are two candidates interested from Kearney and one candidate from Hastings.
 - Working on the end of year giving.

Other Business

- Ryan Hassebrook is eager to promote the 4-H and FFA on separate weekends and promote youth agriculture activities and education.
- Kathleen Lodi stated that they are working on schedules.
- December is Chris Kircher's last meeting. There will be opening Governor selected seat for the Board.
- Turn in mileage for strategic planning days.
- Hotels for NAFM.
- Holiday gathering on December 16th, 2021, and Board meeting December 17th, 2021.
- Thank You Tom Dinsdale for the place to have the strategic planning.

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

- December 17th Nebraska State Fair Board Room

Adjournment

Motion made by Boyd Strope to adjourn the meeting.

Second by Dawn Caldwell.

Upon roll call vote, motion passed unanimously.

Time adjourned: 2:47 pm