



NEBRASKA STATE FAIR BOARD
Nebraska State Fair Board Room, Grand Island NE
Meeting Minutes
Tuesday October 26, 2021

A regular meeting of the Nebraska State Fair Board was held on Tuesday, October 26th, 2021, at 6 p.m. Public notice of this meeting was published in the October 16th and 17th issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website on October 13th, 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: Beth Smith, Chair; Dawn Caldwell, Vice Chair; Bob Haag, Secretary; Boyd Strope, Treasurer; Lanna Hubbard via zoom; Kevin Jorgensen; Tom Schellpeper; Kathleen Lodi; Ryan Hassebrook via zoom. 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; Laura Hurley, Director of Sponsorship; Gary Kubicek, Director of Marketing; Holle Evert, Director of Sales; Karli Schulz, Director of Events; Joe Stump.

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

- a. Approval of September 6, 2021, Board Meeting Minutes
- b. September 2021 Financial Reports

Motion made by Boyd Strope for Approval of Consent Agenda.

Second by Dawn Caldwell

Discussion: No Discussion.

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

Deputy Executive Director Report – Jamie Parr

- Thank You to Jennifer and Joe Stump for the financials.
- Weekly staff meetings have resumed with sharing payables and financials.
- Beverage was a little slow during Aksarben but well prepared to make some changes for 2022 to get back to where we want those numbers to be. Great report from vendors and the layout and foot traffic. The Grand Drive reception had great adjustments. Jaime's family was privileged to be part of the challenge program, was a great experience. Distributed broilers to Hope Harbor and the Salvation Army.
- Master Planning meetings have been going well for Nebraska State Fair and Fonner Park.
- Staff shared feedback for the Nebraska State Fair and Aksarben. Working on both positive and negatives reports.
- Gave report on Volunteer program survey. Thank You to the Grand Island Chamber and 1868 Foundation for helping cover the expenses that cover the Volunteer Program. Special Thanks to lead volunteer coordinator Courtney Glock for coordinating the volunteer program.
- Talking about 2022 Nebraska State Fair layouts, sponsor formulas for fulfillment, marketing goals, payable and financials, transactions and policies, new systems for completing employment paperwork and time tracking efficiency.
- Thank You for the opportunity to be part of the Leadership of Tomorrow classes in Grand Island. Jaime gave a report on the first classes she attended.
- State fair team did many volunteer opportunities in the Grand Island community, which included trash pickup, Harvest of Harmony Parade, the Chambers Connector Program, The Library Board and Heartland United Way.

Department Staff Reports

- **Agriculture and Aksarben report by Vaughn Sievers**
 - Dr Missy is hosting a follow up meeting for Birthing Pavilion with her staff and State Fair ag team.
 - 4-H Premium checks were delayed by show works but are recently mailed to exhibitor extension offices.
 - Working on cleaning up Payments and receivables for State Fair and Aksarben
 - Over 2300 head exhibited at the 2021 Stock Show.
 - Premiums and Harvest checks were sent out Friday October 22nd.
 - We have been on a slight delay with planning GILCA events with State Fair and AK in full swing. Now catching up and working on shows that were in limbo and future possibilities.
- **Events report by Karli Schulz**
 - Announced her official position on the Nebraska State Fair as the Director of Events.
 - Enrolled in the Institute of Fair Management with IAFE.
 - Looking at the layout of the 2021 fair to see what changes to make for 2022.
 - Working on creating an events team.
 - Developed a survey for the events fair goers would like to see next year at the fair.
 - Working on grounds attractions and strolling for next year's fair.
- **Marketing report by Gary Kubicek**
 - Reported on marketing results for the Nebraska State Fair 2021.
 - Thank You to the board for all the tv and radio interviews etc.
 - NRG presented a plaque to the State Fair for a successful fair.
 - Main objective to was to present a positive image of the fair this year.
 - Swanson and Russell did a great job marketing with the Nebraska State Fair.
 - Reported on the campaign results.
 - Reported on the Geofencing and Targeted Display Geovideo for The Nebraska State Fair through NRG.
 - Social Media was very affective this year for The Nebraska State Fair.
 - Reported on the Aksarben challenge and sponsorship of the challenges.
- **Sponsorship by Laura Hurley**
 - Working on fulfillment reports for sponsorships, donations, and hospitality.
 - Leading the Youth leadership of tomorrow program.
 - Reported on Sponsorship statistics and hospitality data for 2021.
 - Thank You to staff and board.
- **Sales by Holle Evert**
 - Reported on the Food and Beverage Concession Summary.
 - Reported on the following summaries:
 - Commercial Space, Event Tent Space Rent, Electricity Fees, Performance Deposits, Exhibitor Tickets, Supply Lot Space Rental, and Insurance to Haas.
 - Quick summary on sale department and space rental in the last 10 years.
 - Reported on the Vendor Survey responses.
 - Reported on the Aksarben vendor survey.

Executive Director Report – Bill Ogg

- Thank You to all the staff, board etc. that helped with The Nebraska State Fair 2021.
- It is a budget that was prepared last fall, with sincere appreciation of those that worked so hard on it. It was a best guess effort and there were some pretty good guesses. There were some significant line items that were missed and some changes that came about quickly. Confident that we will meet the bottom line on the budget this year and will refine the predictability for the 2022 year.
- Reported on the meetings with Fonner Park and Elite Casino Park how it will affect the state fair.
- Board and department directors will meet for the strategic planning.
- Reported on the working on the master plan.
- Reported on the businesses that volunteered on at the Nebraska State Fair and the awards presented to those businesses. Also recognized schools for their media project.
- Traveled to the Kansas State Fair.
- Reported that Tina Thuernagle has been hired as a full-time position as Operations Lead.
- Gave recognition to staff that helped with the state fair.

Board Committee Reports

- Agriculture Committee reported by Dawn Caldwell
 - Vaughn Sievers covered most of it during the agriculture report.
 - Continue relationship with GILCA.
- Events did not hold a meeting.
- Facilities Planning reported by Dawn Caldwell
 - Final meeting of the community a month ago about the master plan.
 - Reported on how the community involvement.
 - Reported on the potential of the COVID Act Funding and the presentation of the master plan.
 - Reported on the meeting of the Governor's Budget office.
 - Reported on the needs the state fair is asking to help with, such as the water drainage.
 - On November 3 there will be a meeting with the master plan reporters.
- Finance Committee reported by Boyd Strobe
 - Discussed the PPP Loan and Joe Stump has prepared an application for that loan and subject to ratification. The two main items needed was salary and number of employees.

Approve submitting the Loan Forgiveness Application for the PPP Loan protection Program and authorize the chairman to execute the documents for that action.

Motion made by Boyd Strobe for Approval of Loan Forgiveness Application.

Second by Bob Haag.

Discussion: No Discussion.

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

- Executive Committee meeting was not held.

1868 Foundation Update

- Lindsey reported about the master plan.

Other Business

- No other business.

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

- Future planning for the week of November 15th, 2021.

Adjournment

Motion made by Kevin Jorgensen to adjourn the meeting.

Second by Dawn Caldwell.

Upon roll call vote, motion passed unanimously.

Time adjourned: 7:44 pm