



NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday August 31, 2022

A regular meeting of the Nebraska State Fair Board was held on Wednesday, August 31, 2022 at 9:00 am at the Nebraska State Fair Board Room, Grand Island NE. Public notice of this meeting was published in the Grand Island Independent newspaper on August 18th & 19th, 2022; posted to the Nebraska Public meeting calendar website; and on the Nebraska State Fair website. The public was invited to attend in person.

Roll call was read with the following Board Members present: Bob Haag, Chair; Dawn Caldwell, Vice Chair; Boyd Strobe, Treasurer; Tom Schellpeper, Secretary; Kevin Jorgensen; Kathleen Lodl; Beth Smith; Tom Dinsdale; Jeff Kliment; and Steve Wehrbein.

Others in attendance:

Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Tammy Baker, Business Administrator; Terry Galloway, 1868 Foundation; Arlie & Betty Phillips; Gary Zaitshik, Wade Shows manager; and Ed LaSalle, Wade Shows Safety Inspector.

Bob Haag 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 Dawn Caldwell for Approval of Consent Agenda which included the Board Meeting Minutes of August 26, 2022.

Second by Boyd Strobe.

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

1868 Foundation update by Terry Galloway

- Great Steak Debate – raised over \$100,000.00 in one night
- Increased Life Sponsor pledges and above
- Corn Dogs & Cocktails tonight at 7pm in the Loft, fun, casual event

Wade Shows – Gary Zaitshik and Ed Lasalle

- Onsite sales doing well, advanced sales better than past years
- Report daily

Things that are different this year: (passed around map on iPad)

- Megadrop – 0 to 60 in under 2 seconds; magnetic breaking, not hydraulics
- Cliffhanger
- Star Trek ride
- Kathleen Lodl asked what we should be doing to enhance Wade
 - Street acts are affordable and “neat”, more often – people really like it
 - Food court on independent midway – more seating would be a plus
 - Seats next to rides for parents’ convenience – rest

- Beth Smith asked if they think they have the right number of rides with added Megadrop
 - They do... 34 including sky tram
 - Adequate for attendance

Ed LaSalle – Safety with Wade for 25 years

- Born & raised in amusement industry
- 21 years, then quit for health reasons
- Has been inspector since 1998
- Watches operators perform their inspections daily
- Safety #1 priority
- Makes calls on weather – errs on the side of caution
 - Closes down rides when lightning is 5 miles out
 - Opens back up as soon as it passes

Bill Ogg addressed Wade Show reps

- Seating, shade innovators
- Good reputation company
- Hauling things you can't sell a ticket to – more profitable
- Experience makes a good inspector, not certifications
- Fun Tag System at New York State Fair – purchase on phone, take picture of self, use phone as wristband

Deputy Executive Director Report by Jaime Parr

- Fair going great! Sales are good with indoor & outdoor vendors
- Holle & Keaton attending all honoree events
- Steve follows up at parade
- Beverage – things are going very well
- Koozy shipment delayed, delivery expected today, will be ready for 2nd weekend
- Asked for communication of wants & needs

Executive Director Report by Bill Ogg

Thanked those who helped at the Veterans Program yesterday

Recognizing Grand Island Day at the Fair today

- 2nd 150th anniversary of Grand Island
- They were officially incorporated 150 years ago (acknowledged as a city about 10 years before)
- Sent postcard to every Grand Island address including:
 - Invite to Fair, \$3 day (admission)
 - With postcard - \$5 food voucher
 - Watching for results – increased attendance/spending
- Carnival essentially even for cumulative earnings
- Over half of Fair to go... expecting to finish strong
- Tickets are still selling well
- Gatebooks distributed in 13 newspapers across the state (82,488 books)
- In Gatebooks (12 opportunities to win \$1,000)
- Beef State – open class shows are going on – all major breed associations in the state have meetings during Fair – most are today
 - Encouraged Board to stop in and say welcome
 - Coordinate so meetings will not be interrupted
- 5 Points Arena Loft today:
 - 11:00 – 1:00 - Nebraska Simental
 - 1:00 – 3:00 – Nebraska Gelbvieh

- 3:00 – 5:00 – Charolais

In smaller meeting room to the north,

- 11:00 – 1:00 Nebraska Hereford Association
- 1:00 – 3:00 Nebraska Angus Association
- Los Tucanes tonight – some concern about weather, weather service will be on grounds
 - Decided last night to keep concert outside
 - Economically, cancellation insurance will be more beneficial than expense of moving
- Red shirts Monday – board photograph
- Would like department heads to come in for next meeting to give brief wrap-up report.
- Gate scans up yesterday over last year
- Beverage up 22% over last year, YTD up 41% with fewer incidents

Kathleen Lodi – 4H Report

Stellar weekend last weekend with 4-H

Backyard Farmer 70th Anniversary

Handouts – rain gauge

Other Business

Tom Dinsdale has received positive feedback about the Barn Bar

People are happy that it's open campus now – crowds alleviated that are IN bar, casual atmosphere

Downside – bar has been out of some items, step up availability

Adjournment

Motion made by Beth Smith to adjourn the meeting

Second by Tom Schellpeper

All in favor vote, motion passed.

Minutes of August 31, 2022

Nebraska State Fair Approved:

Date: September 5, 2022

By:



Tom Schellpeper, Board Secretary