



## **NEBRASKA STATE FAIR BOARD**

Rembolt Ludtke Office Board Room, Lincoln NE

### **Meeting Minutes February 19, 2021**

A regular meeting of the Nebraska State Fair Board was held on Friday, February 19, 2021, at 9 a.m. Public notice of this meeting was published in the February 12 & 13 issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website from February 5, 2021 and on the Nebraska State Fair Website. The public and press were invited to attend via Zoom due to Covid-19 social distancing recommendations.

Roll call was read with the following members present: Dawn Caldwell, Vice Chair; Bob Haag, Secretary; Ryan Hassebrook; Lanna Hubbard; Kevin Jorgensen; Beth Smith, Chair; Boyd Strobe, Treasurer; Steve Wehrbein, via zoom; Kathleen Lodi; Tom Schellpeper; and Tom Dinsdale, via zoom. Absent: Christ Kircher; Jeff Kliment. Others in attendance at the board room were: Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Gary Kubicek, Director of Marketing; Mark Fahleson; Walt Radcliffe; Doug Hubbard; In Nebraska State Fair office: Tish Eckstrom, HR Administrator via zoom; Laura Hurley, Experiential Partnerships via zoom; Judy Trent, Office Administrator/ Board Liaison via zoom; Janna Kuklis, Sales Deputy via zoom; Terry Galloway, CPA via zoom; Lindsey Koepke, 1868 Foundation, via Zoom; Joe & Jennifer Stump via zoom.

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.

#### **Introduction of new Nebraska State Fair Board members**

- Tom Schellpeper – NAFM District 3
- Tom Dinsdale – Governor Ricketts Appointed Grand Island Representative

#### **Approval of January 23, 2021 Fair Board Meeting Minutes**

Motion made by Boyd Strobe to approve January's Board meeting minutes as written.

Second by Bob Haag

Discussion: No Discussion

Upon roll call vote, passed unanimously.

#### **January Financials**

Introduction:

- Joe Stump reported the January financials.

### Approval of January Financials

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

1. Balance Sheet
2. YTD Income Statement
3. YTD Income Statement vs. Year-to-Date Budget
4. YTD Statement of Revenue
5. YTD Statement of Expenses

Second by Kevin Jorgensen

Upon roll call vote, passed unanimously.

Discussion Regarding Finances: Explanation on the unearned revenue.

### Executive Director's Report: Bill Ogg

- Thank You to Beth for hosting the Board at Speedway Motors Museum of American Speed.
- Thank You Rembolt and Ludtke for hosting the Annual Board meeting.
- Introduced Mark Fahleson with Rembolt and Ludtke who will serve as legal counsel this year.
- Reported staff changes.
  - Holle Evert will be Director of Sales.
  - Chelsey Jungck will be part time Events Consultant.
  - Hank Parker will be Event Manager part time.
  - Vaughn Sievers will be Agriculture Director.
- Blue Cross Blue Shield became staff medical insurance provider starting February 1<sup>st</sup>, 2021.
- Participating in many encouraging sponsorship meetings with Laura Hurley and Gary Kubicek.
- Five Points Bank will be celebrating their 50th Anniversary this year. They will be incorporating events with the State Fair.
- Pump and Pantry will also be celebrating their 50<sup>th</sup> this year and will also be incorporating special events with the fair.
- Concerts and Events are getting close to being announced for 2021 Fair.
  - There will be 3 outdoor concerts offered Thursday, Friday, and Saturday, September 2-4, 2021.
  - Older Nebraskans in Heartland Event Center on Monday August 30, 2021.

### Department Reports

- Agriculture: Bill Ogg
  - Reiterated the solid background Vaughn Sievers brings to the Agriculture Director position. Will work promptly to fill Livestock and Competitive Exhibit manager position upon Vaughn's start.

- **Marketing: Gary Kubicek**
  - Brief background information.
  - Meeting Nebraska State Fair sponsors.
  - Marketing strategies through social media.
  - Working on growing support for Aksarben.
- **Operations: Bill Ogg presented for Scott Yound**
  - Finishing up ticket booths and shuttles.
  - Drywall and paint in board room.
  - RFP for skid steer and ATV in process.
- **Sales: Jaime Parr**
  - Campground reservations.
  - Returning vendors coming in strong.
  - Calling vendors with good responses and deposit requirements.
  - New vendor applications are coming in strong.
- **Sponsorship: Laura Hurley**
  - Participated in United Way Investment Committee.
  - Meeting area Communities to bring Celebrate our Town Day!
  - Sweetheart Deal with Etix for Valentine's Day. Sold 136 packs with a value of \$6900 in sales.
  - Thank You to Channel 4 for doing a feature on the Valentine's Sweetheart Deal.
  - Meeting with Nebraska State Fair sponsors.
  - EDC and Chamber meetings to promote Aksarben.
  - State Fair sponsored Blanket race at Fonner Park is March 19<sup>th</sup>. Tickets are available in the office.

#### Fair Board Committee Reports

- **Agriculture: Boyd Strobe**
  - Recognized new Agriculture Director Vaughn Sievers.
  - Discussed the split weekend with 4-H and FFA. Considering this a pilot program and continue working on it for the next 2 to 3 years.
  - Numerous considerations to the following:
    - Open class shows available.
    - Making more areas attractive for people to come and observe.
    - Working with Draft Horses.
    - Discussion on adding additional exhibits such as Feeder calves and ways to bring in more exhibitor numbers.
  - Discussion of incentives for exhibitors being on separate weekends.
  - Making areas available for breed associations to conduct meetings.
  - Work with equine and some of the original designs.
  - Updating of rules and regulations (drug testing).

- **Committees and 2021 Committee Assignment**
  - No other committees meet due to assigning new committee members.
  - Beth shared she and Bill will be developing Board Committee areas and invited Board members to share interest to participate.

#### 1868 Foundation Update

- Lindsey reported on the 1868 Foundation.
  - Resignation of board member Jim Reed.
  - Resignation of board member Tom Dinsdale upon appointment to State Fair Board.
  - Annual renewals and memberships.
  - \$275,000 out in grant requests.
  - Looking for candidates to serve on the Foundation Board.
  - Explained new Donor tracking system.

#### Legislature Report by Walt Radcliffe

- Games of Chance
- LB73

#### Board Professional Development by Mark Fahleson

- Board Member Expectations and Responsibilities

#### Election of Officers

Motion made by Lanna Hubbard to Accept the Officers as currently seated to continue for 2021.

Second by Kevin Jorgensen

Discussion: Because of the challenges of this year the continuity would be an asset to the fair.

Upon roll call vote, passed unanimously.

#### Other Business:

- Needs for apparel and badges.
- Updated board list with any new information, including spouses.

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

- March 19, 2021 in Grand Island, NE

#### Adjournment

Motion made by Boyd Strobe to adjourn the meeting.

Second by Lanna Hubbard

Upon raise of hand, motion passed unanimously.

Time adjourned: 11:02 am