



## **NEBRASKA STATE FAIR BOARD**

Nebraska State Fair Board Room, Grand Island, NE

### **Meeting Minutes**

**November 20, 2020**

A regular meeting of the Nebraska State Fair Board was held on Friday, November 20, 2020, at 10 a.m. Public notice of this meeting was published in the November 13 & 14 issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website from November 10, 2020 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, via Zoom; Ryan Hassebrook; Lanna Hubbard, via Zoom; Jeremy Jensen, via Zoom; Kevin Jorgensen; Chris Kircher, via Zoom; Jeff Kliment, via Zoom; Beth Smith, Chair, via Zoom; Boyd Strope, Treasurer, via Zoom; and Steve Wehrbein, via Zoom. Absent: Kathleen Lodl, Chuck Rolf. Others in attendance at the board room were: Bill Ogg, Executive Director; Jaime Parr, Director of Sales; Tish Eckstrom, HR/ Finance Admin/ Board Liaison; Janna Kuklis, Sales Deputy; Laura Hurley, Experiential Partnerships; Judy Trent, Administrative Office Assistant; Kelly O'Brien, Livestock/Competitive Exhibits Manager; Scott Yound, Director of Operations, via Zoom; Terry Galloway, CPA; Lindsey Koepke, 1868 Foundation, 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.

#### **Approval of October Fair Board Meeting Minutes**

**Motion made by Caldwell to approve the October Minutes as printed.**

**Hubbard seconded the motion.**

Discussion: none

**Upon roll call vote, motion passed unanimously.**

#### **October Financials**

Ogg stated he will continue to be more confident and comfortable with the accuracy of financial reports.

#### **Approval of October Financials**

**Motion made by Kliment and seconded by Wehrbein that the following financial documents through October 30, 2020 be approved by the Board as presented:**

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

**Upon voice vote, motion passed unanimously.**

## Executive Director's Report

### a. Budget-

Ogg stated the 2021 Budget that is presented to the Board is conservative but realistic. This budget is significantly lower than previous years. Expenses have been reduced and several contractual obligations will not be continued.

Parr presented an overview of the proposed 2021 Budget and the process that took place with staff. The 2021 Budget is modeled after the 2018 Budget and was created with the guidance of Terry Galloway and Randy Skalka.

Terry Galloway reported on the Cash Flow part of the Budget and the projection for the end of 2020 and 2021 financially.

Discussion included:

- Special Budget Meeting
- Organizational Structure of Personnel
- Salary Scales
- Staff Position Descriptions
- Narrative of Significant changes being made in Budget
- Motorsports Contracts
- Supporting Ag Education

### b. The Nebraskan:

- The Nebraskan is cancelled
- Cancellation is definitely COVID related
- GILCA was poised to commit for purchase of Supplies. With the COVID restriction it would be economically unfeasible to continue without an adequate binding commitment of underwriting it was not possible
- Beef cattle industry was overwhelming with support
- No promise of COVID restrictions to be less by time of event

### c. Accounting RFP Update-

- Deadline was Monday, and 10 applications received
- Several high-quality applications
- Involve the finance committee to participate in selection
- In general, in the best interest of the Nebraska State Fair and for public transparency, every few years a request for proposal should be offered

### d. Legal RFP Update

- 3 quality applications received
- Executive committee to make the decision with Bill Ogg.

## Department Reports

### a. Agriculture

- Applications are being sought for a Director of Ag Department. Seeking a candidate who would serve the fair, Aksarben and hopefully GILCA. Will oversee the livestock, equine and competitive exhibits. Will be doing a first look the first part of the week and have 6 to 8 applicants with high potential. Would like them to begin promptly. Board members may be asked to help in the application process review and interview.

### b. Marketing/Sponsorship

- Fulfillment reports and Thank You delivered
- Successes for this year's fair
- Seeking State fair livestock brand to register and use in marketing
- Continuing education
- Decorate your door activity and then challenge it to others around Nebraska

### c. Operations

- Rock the Lot has been essentially completed with only a few final vision
- Grow Grand Island support to be used before year end
- Good improvement to parking

### d. Sales

- Worked The NebraskaN, now focused on Nebraska State Fair applications.
- Noted the vendor and concessionaire deposits rolled over to 2021.
- Working on maps and layouts.
- Communicating with the superintendents. Making sure partners are on board. Campground. Assist with IAFE virtual convention regarding commercial vendors.

### e. Aksarben

- Need a special meeting to discuss Aksarben and how to plan future. Input from a committee such as ag in the next 6 to 8 weeks.
- Expenses are still coming in before final P& L is complete.

## Fair Board Committee Reports

### a. Agriculture-

- Ongoing communication regarding Aksarben drug testing results
- Premium list warrants reviews and likely updating rules
- Consider RFP for State Fair veterinary services
- Livestock shows and schedule
- Entry fees discussed

- b. Finance-
  - Did not have a meeting
  - Terry Galloway presented full financial report referencing documents sent to Board members
  
- c. Executive-
  - Discussed the NebraskaN
  - Discussed the RFP's
  - Discussed the Job Postings

### State Lottery

Annual business briefing presentation given by Brian Rockey and Lottery Staff:

- 2021 is projected to be comparable to 2020. May have a 1% - 10 % change and will it be widespread. Anticipate an effect of 2.5 million up to 18 million dollars decline in lottery to casinos
- Marketing:
  - Featured Games: Trucks and Bucks, Caesars
  - Featured Promotions: Millionaire of the Year, Las Vegas Caesars
  - Mobile app has been available since May
  - Dedicated COVID-19 information's page
  - Some possible changes to games include
    - Powerball add a 3<sup>rd</sup> drawing per week
    - L4L will change to 7 drawing per week
  - Beneficiary Awareness
  - GAP (newsletter) Help for problem gambling
  - Current Topics
  - Cash Devices (mechanical amusement devices)
    - 3,085 Devices
    - 60 Distributors
    - 1,055 Locations
    - 268 Communities
    - Regulations/Legislation watching companies with these devices in January and testing if games are of skill and not chance
    - Casinos (Racetracks/Tribes)

### 1868 Foundation Update

- Terry Galloway reported on current assets and Rock the Lot project.
  - Funding opportunities: Master plans, programs etc. Big impact on the future of the Nebraska State Fair, more information over next few months.
- Lindsey
  - Received a gift from Triple E signs memorial \$1,000 (Tammy Ernst)

- Annie and Alan Kahl – gave a charity gift of \$1,000
- Received pictures of the Rock the Lot and mentioned Thank You to all the support of Grow GI and the Reynolds foundation, Case, New Holland, Pat and Chris O’Neill.

**Future Nebraska State Fair Board Meeting Dates**

- a. December 18, 2020
- b. January 22, 2020
- c. February 12, 2020

**Adjourn**

**Motion made by Stope to adjourn.  
Caldwell seconded the motion.**

**Upon voice vote, motion passed unanimously.  
Time adjourned: 12:31 p.m.**

