



NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday November 18, 2022

A regular meeting of the Nebraska State Fair Board was held on Friday, November 18, 2022, at 1:00 pm at the Nebraska State Fair Board Room, 501 E Fonner Park Rd, Grand Island NE. Public notice of this meeting was published in the Grand Island Independent newspaper on November 9th & 10th, 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; Boyd Strobe, Treasurer; Tom Schellpeper, Secretary; Kevin Jorgensen; Beth Smith; Tom Dinsdale; Jeff Kliment; Kathleen Lodl; Lanna Hubbard; and Steve Wehrbein. Absent: Ryan Hassebrook & Dawn Caldwell.

Others in attendance:

Jaime Parr, Interim Executive Director; Tammy Baker, Business Administrator; Joe Stump, AMGL; Eileen Dawes, Office Administrator; Karli Schulz, Entertainment & Events Director; Holle Evert, Sales Director; Vaughn Sievers, Agriculture Director; Kourtney Lingeman, Competitive Exhibits Manager; Kelsey Loseke, Aksarben Stock Show Manager; Ray Massie, Marketing Director; Jeff Bahr and Josh Salmon, both of the Grand Island Independent; Steve White, NTV; Carla Warneke, Box Office & volunteer; Doug Hubbard, guest.

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 Steve Wehrbein for Approval of Consent Agenda which included the Special Board Meeting Minutes of September 24, 2022 and Regular Meeting Minutes of October 14, 2022.

Second by Tom Dinsdale.

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

Approval of October Financial Reports as presented by Joe Stump and Jaime Parr.

Motion made by Boyd Strobe to approve Financial Reports for October 2022.

Second by Lanna Hubbard.

Upon roll call vote, motion passed unanimously.

Approval of signee changes at 5 Points Bank

Boyd Strobe motioned that on all of the Nebraska State Fair 5 Points Bank accounts, we add as signatory authorities Tammy Baker, Tom Schellpeper, and Bob Haag; and remove from signatory authority, Beth Smith, and Bill Ogg.

Beth Smith seconded the motion.

By roll call vote, passed unanimously.

Board Committee Reports

Events committee report by Steve Wehrbein

- Short Events committee meeting this morning with all present.
- 2023 Tractor pull will be on first Sunday, same timeframe as 2022, from 5:00 – 9:00.
- Derby will continue to be on Labor Day in 2023.
- Discussed grounds acts that could be coming. Will know more at convention.

- Grand Marshal paperwork will be ready next month, so we can start handing them out in January.
- Karli has been working on Events budget, updating monthly.
- Veterans program is moving back to Labor Day in 2023.
- Discussed possibility of bus trip to Zone meeting in Springfield.

Facilities committee report by Beth Smith for Dawn Caldwell

- Dawn presented ARPA update at committee meeting this morning. Thanked Dawn for all the work she has done staying in touch with budget director and the officials at DEE.
- Discussed the beginning of a list of capital projects prepared by Jaime Parr and staff. Jaime will be sending it out in December so all can review before December meeting.

Ag Committee Report by Jeff Kliment

- Ag team busy working on budgets and meeting with Superintendents.
- Discussed drug testing results & rules in depth, and next steps.

Finance Committee Report by Boyd Strobe

- Joe & Jaime went over finances in more detail at committee meeting this morning. Numbers look good. Budget is close.
- Holle discussed vendor sales and pricing for vendor spaces. Joe (Stump) is researching. Holle will be back for next month's meeting to discuss details.
- Discussed adding capital section to financials
- Also discussed how to show ARPA funding to keep Board apprised. Will result in zero balance but want to track spending.
- SBA repayments start in December (\$2,000/month). Bank payment was discussed. We saved a considerable amount of interest last time. We will look at doing that again.
- Discussed making Beverage Department work better in 2023. 2022 was a unique situation with walk-around license – sales were up considerably. Will work with current managers to improve, making sure we have enough alcohol to sell.

FFA Committee Report not given due to Ryan Hassebrook's absence.

4-H Committee Report by Kathleen Lodi

- Enrollment system starts October and goes through September. We are at beginning of enrollment for 2023 year.
- Goal to make State Fair changes by January, so Counties can start making their changes.
- What can we at 4-H do, to increase the number of exhibitors we have at the Fair? Having our own weekend has eliminated space issues we were having previously. New classes? New exhibitors? More members of currently family involvement? What can we do to enhance the Fair?

Executive Committee Report by Bob Haag

- Discussed expenses of Aksarben lawsuit. Report from legal counsel indicates that we're doing well and shouldn't back out now.
- Initial approval of federal trademark for Aksarben Stock Show.
- GILCA partnership – good report regarding negotiations – we have ¼ interest.
- Patrick Koepke bankruptcy – our debt is on the nondischargeable side of ledger right now. Asked legal counsel to keep an eye on it so we will be able to recover the \$158,000 owed.
- Discussed amendment to our lease agreement with Fonner so they can go ahead with their Casino plans.
- Executive Director hiring search. 22 applicants. Asked Board members for top 3 picks. Will set up interviews with those.

Staff Reports

Agriculture Report by Vaughn Sievers

- Getting ready to attend IAFE Convention and continuing IFM courses
- Executive Leadership training
- Ag team assessments and reviews
- Personal goal to volunteer and be more engaged within the Grand Island community
 - Rotary Club
 - Cut trees for Downtown Grand Island decor
 - Grand Theatre volunteer opportunity
- IAFE Awards
 - Picture
 - Judge selection process
 - Kourtney will talk about third award
- Livestock – Amy has been busy working with Superintendents and getting their input
- Vaughn Sievers no longer has responsibilities with GILCA; Amy Kelley and Jaime Parr are continuing to work with them.

Competitive Exhibits by Kourtney Lingeman

- 2022 Fair went well
- Draft for 2023 budget for Competitive Exhibits
- 4-H and FFA budgets
- Revamps (few) for Competitive Exhibits – new area
- Rules & Regulations
- Educational demos on stage
 - Reach out to community businesses
- IAFE Contest (Kathleen helped)
 - How we distributed premium checks this year
 - Event to showcase & receive checks
 - 3rd place – single photo

Aksarben Stock Show by Kelsey Loseke

- 1,305 exhibitors representing 14 states
- Nebraska had 400, Iowa 300, Colorado and Minnesota had just over 100 each
- 3,396 animals entered (1,023 pigs, 790 beef, 991 sheep, 521 goats, and 35 broilers)
- Grand Drive Event on Saturday, September 24 with over 75 exhibitors, 52 of which were awarded scholarships (over \$115,000).
- Aksarben Stock Show 2023 dates, September 21 – 24.

Events and Entertainment Report by Karli Schulz

- IAFE Awards – 31 entries submitted this year (1,726 entries across 5 different divisions and categories)
 - We received a total of 5 first place entries – 2 in Ag, 1 in Competitive Exhibits, 2 in marketing
 - Placed in the top 3 with 13 of our entries 42%
- Working on budget
- Planning – working with staff on layout, and our outside partners to plan 2023 events
- Working on ticketed events lineup & outdoor concert layout
- Will have concerts and a few new ticketed events

Marketing Report by Ray Massie

- New website launched
- Sponsorship/Hospitality Director search continues. Few more interviews next week.
- Creative Brief developed
- Collection of sponsorship revenue is on track

- New nametags for all Board Members and Staff
- Placer ai – data collection device (statistics)
- Have made contact with ALL of our (multi-year) sponsors. All intending to continue; two offered to increase sponsorship monies.

Operations Report by Jaime Parr

- Mike Kraft, Operations Lead – helped us facilitate Mid America Stock Show (GILCA)
- Horse barns are clean and back in Fonner’s possession after Stock Show
- Staining on floor of ACP Arena need to finish up for Fonner
- Final walkthrough, then turn facilities back over to Fonner
- Capital purchase items – working through details

Sales Report by Holle Evert

- Budget and Capital Expenditure planning
- Meeting with vendors
- Working with Events & Competitive Exhibits on 2023 layout
- Performance reviews & goal setting
- Community Outreach log of hours (90 hours since October 1)
- IAFE Convention coming up next week – learning opportunities

1868 Foundation Report by Lindsey Koepke (via Zoom)

- Year-end contributions deadline
- Support from donors continued after Fair
- Financial statements – best year ever
- Trustee dinner in May
- Looking for new board members

Interim Executive Director’s Report by Jaime Parr

- Weekly meetings with staff reviewing financials
- Meeting 1:1 with department heads & most of staff team working on budget & capital project planning
- Meeting twice a month with department heads & directors
- Guest survey assessments & staff feedback reviewed
- Leadership Tomorrow Summit (with Holle) – Employee Engagement
- Aksarben Stock Show planning – making adjustments and improvements for 2023
 - Social media goals
 - Challenge Program
- GILCA – NSF ¼ partner
- Lottery briefing in Lincoln – NSF is beneficiary among others
 - Forecasting 10% or less impact by casino
- Completing performance assessments & goals with staff (Bamboo)
- RFP for security services
 - Broken out security access separate from parking
 - Can bid together or separately
 - Plan to post around December 1
- Layout for Competitive Exhibits
- IAFE Convention
 - Meetings scheduled with Wade Shows, concerts & grounds attractions, booking companies, ticketing company, and Midwest Fairs Association.
 - Educational workshops, seminars
 - Networking
 - Awards earned – thanked team and partners
- Community Outreach

- Roadside pickup
- Project Connect – local health & wellness fair
- IAFE & Chamber events
- Thanked whole staff team for involvement with budget and capital purchase items.
 - Will ask for board review next month
- Thanked board for continued guidance as Interim Director.

Other Business – Boyd Strobe thanked staff for getting involved in Community Service.

Bob Haag thanked staff for budget planning and implementation.

Adjournment

Motion made by Tom Dinsdale to adjourn the meeting

Second by Lanna Hubbard

All in favor vote, motion passed.

Minutes of November 18, 2022

Nebraska State Fair Approved:

Date: December 16, 2022

By: _____
Tom Schellpeper, Board Secretary

Unapproved