



NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday January 20, 2023

A regular meeting of the Nebraska State Fair Board was held on Friday, January 20, 2023 at 2:00pm at the Crowne Plaza Hotel in Kearney NE. Public notice of this meeting was published in the Grand Island Independent newspaper on January 12th & 13th, 2023; 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 Strope, Treasurer; Tom Schellpeper, Secretary; Kevin Jorgensen; Tom Dinsdale, via Zoom; Jeff Kliment; Kathleen Lodi; Lanna Hubbard, via Zoom; Brett Lindstrom; and Steve Wehrbein. Absent: Beth Smith, Ryan Hassebrook.

Others in attendance:

Jaime Parr, 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; Keaton Irwin, Sales Manager; Ray Massie, Marketing Director; Monica Kleinschmidt, Marketing & Hospitality Manager; Shirley McCallum, Sponsorship & Hospitality Manager; Tina Thuernagle, Operations Director, via Zoom; Terry Galloway, 1868 Foundation; Jack Sheard, Idea Bank Marketing; The Board welcomed several County Fair, NAFM members, and media.

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 Regular Meeting Minutes of December 16, 2022.

Second by Boyd Strope.

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

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

Motion made by Boyd Strope to approve Financial Reports for December 2022.

Second by Kevin Jorgensen.

Upon roll call vote, motion passed unanimously.

Board Committee Reports

Events Committee report by Steve Wehrbein

- County Fair & Board Reunion – intending to have on same day as last year on first Saturday, August 26.
- Will have nomination forms for Grand Marshalls available throughout weekend at NAFM.
- Encouraged anyone in room to submit nominations also.
- Tractor Pull will be on first Sunday, August 27 – different from last year.
 - Currently working out details of contract with sponsors.
- Demolition Derby will be on Labor Day (Monday, last day of 2023 Fair).
- Karli working on concerts. She will discuss in her report.
- Historical display (mural & quilts) downstairs in Nebraska Building.

Facilities committee report Dawn Caldwell

- Welcomed new Board member – Brett Lindstrom
- Tina & Jaime covered capital expenditures in meeting this morning.
- Asked for RFQs (Request for Quote) for ARPA funding.
 - Received ONE application – Olsson
 - RFQ was administered according to the Fair's typical RFP process.

Dawn Caldwell motioned to accept RFQ from Olsson to move forward with our ARPA projects.

Second by Tom Schellpeper.

Roll call vote unanimous. Motion carried.

Ag Committee Report by Jeff Kliment

- On schedule with Superintendent and judges lineup
- Staff attending conventions, workshops, and other shows.
 - Gathering ideas to bring back to our Fair.
 - Shows and exhibit area improvement ideas.
- Thanked 4-H dept for age requirement change to get more kids involved with exhibits.

Finance Committee Report by Boyd Strobe

- Went over financials in more detail.
 - Equipment purchases
 - \$200K under budget on expenses for year-ending 2022
 - Aksarben did end in the black for 2022
 - Commended staff for work on budget, controlling expenses.
- Cash reserve policy
 - Change in amounts.
 - Language will stay the same.

Boyd Strobe moved to adopt 2023 Cash Reserve policy

Second by Dawn Caldwell.

Roll call vote, motion approved unanimously.

- Jaime Parr is visiting with 5 Points Bank, and other participating banks (as instructed by Board)
 - Observing rates and timely staggering of investments
 - Looking for best interest of Fair and dollars invested
- Continuing discussions with Fonner regarding lease.
 - Hopefully next month lease can be finalized and ready to be adopted.
- GILCA – continuing discussions
 - GILCA Board to meet with GI Chamber of Commerce
 - 3 members to input \$25,000 each per year for next 3 years
 - Nebraska State Fair
 - Grand Island Visitors Bureau
 - Fonner Park
 - After that, hopefully GILCA can secure alternative funding
 - Grand Island Chamber of Commerce
 - Will be handling lobbying for state legislature and local governments
 - GILCA will be getting a new manager on their own to recruit shows & events
- Auditors have been in
 - BKD
 - Forvis
 - Jennifer, Tammy, and Jaime have been fielding Auditor paperworks
 - Plan to present complete audit at March Board meeting.

FFA Committee Report - Ryan Hassebrook

- Not present

4-H Committee Report by Kathleen Lodi

- **Thanks to Ag Committee for getting 4-H to review age requirements.**
 - **9 years old for showing in person at Nebraska State Fair (as of January 1)**
 - **Expecting that this will increase numbers.**
 - **Appreciate that NSF is giving them entire weekend with their own space.**
 - **Some educational programs for younger youth incorporating new families.**
 - **Will need more staff.**
 - **They will have 2 years of County Fair experience before coming to State Fair**
 - **Includes ALL events across 4-H for Nebraska State Fair**

Executive Committee Report by Bob Haag

- **Discussed Jaime Parr's 457 retirement plan**
Motion to approve Jaime Parr for the 457(b) retirement plan made by Jeff Kliment
Second by Kevin Jorgensen
Roll call vote. Motion carried.

Staff Reports

Agriculture Report by Vaughn Sievers

- **Welcome Brett Lindstrom to the Board.**
- **Kourtney – Competitive Exhibits, 4-H static, FFA static, 4-H dog show**
 - **Challenged superintendents to find at least 2 demonstrations to be done during Fair.**
 - **Competitive Exhibits are moving this year, so trying to get more people on stage.**
 - **Referred to mission statement topic – education.**
 - **Map for 4-H Dog Show exhibitors**
 - **Superintendent contracts will be sent out by February 15.**
- **Amy Kelley (Livestock Manager) working on judges for**
 - **4-H and FFA Judges Committees**
 - **Open Class Beef Judge Committees**
 - **And other committees as requested by Superintendents.**
- **Looking to fill Equine Coordinator position.**
 - **More responsibility with one person**
 - **Over superintendents**
 - **Interviews next week until we find the right person.**
- **Equine educational opportunities**
- **Kelsey Loseke – Aksarben Stock Manager**
 - **Lamb Challenge applications – January 1, 2023, and due January 31.**
 - **Tejlor Strope helping.**
 - **Pig Challenge applications – February 1, 2023, and due February 28.**
 - **Working on creating a “Merch Board” on Facebook.**
- **Continuing one-on-ones with Ag team and Operations**
- **Learning new areas of State Fair**
 - **Security**
 - **Carnival**
 - **Legislative updates**
- **National Western Stock Show**
 - **Educational items**
 - **One convention and three events within budget**

Events report by Karli Schulz

- **Introduced new Events Manager, Kayliana Cox**
- **Locked in Bill Marshall Volleyball Classic & State Fair Marathon**
 - **First Saturday of 2023 Fair, August 26**
- **Kiddie Pedal Pull on Saturday, September 2 in the Events Center again this year.**
- **Entertainment**
 - **Applications for local and regional entertainment**
 - **open on February 1**
 - **available on State Fair website in online fillable and printable versions**
 - **New event this year – Fairest Showdown Battle of the Bands**
 - **Competition of bands from across Nebraska**
 - **Partnering with Hear Grand Island**
 - **Online voting by public**
 - **More targeted voting at Hear Grand Island throughout summer**
 - **Grounds and strolling contracts.**
 - **Excited to start announcing all our entertainment for this year.**

Marketing Report by Ray Massie

- **At the end of meeting today, we are going to unveil the 2023 Nebraska State Fair theme.**
- **Financial management, with help of Idea Bank**
 - **Twice the number of billboard locations this year at same price paid last year.**
 - **Placer AI allows us to be more effective.**
 - **Reduce our production costs because time crunch doesn't exist.**
- **In addition to Monica Kleinschmidt, our Marketing and Hospitality Manager**
- **Introduced Shirley McCallum – new Sponsorship & Hospitality Manager**
 - **Shirley spoke – gave her background.**

Operations Report by Tina Theurnagle

- **Planning & preparing for 2023 Nebraska State Fair**
- **Also working on numerous winter projects**
- **Wrapping up Thunder on the Prairie Draft Horse Show – big success!**
- **Operations Team meetings**
 - **weekly**
 - **Improved goals, efficiency, teamwork**

Sales Report by Holle Evert

- **Returning Vendor applications (200+ vendors)**
 - **43% have confirmed so far.**
 - **February 15th deadline**
- **After deadline, start looking at what space is available.**
 - **Invite new vendors.**
 - **Applications for new vendors can be found on our website now.**
- **Keaton assisting with audit.**
- **Losing commercial exhibit space, finding spaces to relocate vendors.**
 - **Competitive Exhibits moving from Fonner concourse into 4-H FFA Fieldhouse.**
- **Program partners and Sustainability partners**
 - **Learning who is coming back and recruiting new partners.**
- **Brainstormed with other departments at Grand District to find ways to improve that area for 2023.**
- **Community service hours**
 - **461 hours donated in 2022.**
 - **Very proud of our team.**

- Recognized Jennifer Stump and Keaton Irwin for their work with reports, numbers, projects to keep Sales department running smoothly.

1868 Foundation Report by Terry Galloway

- Year end assets increased by about \$175K.
- Provided financial statements for audit.
- Fundraising activities moving forward, future looks good.
- Meeting with Department of Economic Development
- Meeting next Tuesday with senators
- May 2023 – Trustee dinner
- Budget – most important management tool
 - Compared to 3 years ago
 - Department heads have bought in and understand the finances.
 - Budget being monitored and utilized properly.
- Reserve Policy – ensures future of Nebraska State Fair

Executive Director's Report by Jaime Parr

- Thanked Terry Galloway for his help with budget.
- Continuing one-on-one weekly meetings with all Directors, and with group of directors every other week.
- Full staff comes together every Tuesday to review financials (including payables, balance sheet).
 - FLASH Report to full staff, Executive Board, and Finance Committee
- Full-time staff team – all roles are fully covered.
 - Monica Kleinschmidt
 - Shirley McCallum
 - Kayliana Cox joining Team on Tuesday
- Welcomed County Fair people in audience to NAFM.
- Schedule today: Committee meetings, Board meeting, theme unveiling, then NSF Q&A session.
- Saturday: State Fair Board elections: 11:30 am
- Sunday: NAFM breakfast table topics, then business meeting
- Trade Show throughout weekend – Nebraska State Fair booth.
- Zone 5 bus to Springfield, IL in March. Hopeful for County Fair peers to join.
- New volunteer opportunity – NSF staff to attend and volunteer at County Fairs.
 - Trying to bring Fair float to participate.
 - Support with social media.
- State Fair promotions
 - continuing to discuss flash sales & advance sales.
 - holiday sale in December
 - Sold 7,400 carnival wristbands.
 - Sold 7,900 gate admission tickets.
- Fair planning & visualizing
 - Grand District
 - Marketplace
 - Motorsports and concert venue at Anderson Field
- In process of submitting application for liquor license – walk-around license same as we had in 2022.
- Security & Parking RFPs closed on February 1, 2023.
- Livestock & Equine video & photography RFPs close on January 31st also.
- RFPs for Stock Show close today (January 20, 2023).
- All available on our website.
- Audit has begun – shoutout to Jennifer Stump for streamlining process for staff team.
 - Plan to present full audit at March meeting.
- GILCA
 - AGR Show

- Thunder on the Prairie
- Legislature is in session – Vaughn & Jaime following updates, as well as other staff members.
- Thanked entire full-time staff team – 17 strong next week.

Future Meeting Dates

- Welcomed Brett Lindstrom – new Board member. He spoke – gave background.
- Board Retreat in Lincoln on February 23, 2023.
- Board meeting in Lincoln on February 24, 2023.

Other Business – None

Motion to adjourn made by Tom Dinsdale.

Seconded by Steve Wehrbein.

All in favor. Motion passed.

Minutes of January 20, 2023

Nebraska State Fair Approved:

Date: February 24, 2023

By:



Tom Schellpeper, Board Secretary