



NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday, April 19, 2024

The regular meeting of the Nebraska State Fair Board was held on Friday, April 19, 2024, at 1:00 pm at the State Fair Administrative Office in Grand Island, NE. Public notice of this meeting was published in the Grand Island Independent newspaper on April 12 & 13, 2024; 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: Jeff Kliment, Chair; Boyd Strope, Vice Chair; Lanna Hubbard, Treasurer; Tom Schellpeper, Secretary, via Zoom; Dawn Caldwell; Kevin Jorgensen; Tom Dinsdale; Brett Lindstrom; Beth Smith; Ryan Hassebrook; Kathleen Lodl, via Zoom; Alan Kahle; and John McKeever.

Others in attendance:

Jaime Parr, Executive Director; Tammy Baker, Business Administrator; Joe Stump, AMGL; Lindsey Koepke, 1868 Foundation, via Zoom; Vaughn Sievers, Ag Director; Tina Thuernagle, Operations Director; Jack Sheard, Idea Bank; Kent Schlake, Beef Superintendent; Carla Warneke, Box Office Teller and Volunteer.

Jeff Kliment 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 Boyd Strope for Approval of Consent Agenda, which included Regular Meeting Minutes of March 15, 2024.

Second by Tom Dinsdale.

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

Financial Report by Joe Stump & Jaime Parr

Motion made by Lanna Hubbard to approve Financial Report for March 2024.

Second by Kevin Jorgensen.

Upon roll call vote, motion approved.

Board Committee Reports

Events by Brett Lindstrom

- Marching bands
- Parade routes
- Grand marshals
- Board Participation Schedule
- Finances – Concerts on track

Facilities by Tom Schellpeper

- Cindy Johnson spoke.
- Current ARPA plans reviewed.

Ag Committee Report by Dawn Caldwell

- Ag Team time investment in Houston Stock Show.
- Entry fees for 4-H & FFA
- Premium allocations

Finance Committee Report by Boyd Strobe for Lanna Hubbard

- Cindy Johnson updated on Good Life District
- Staff Team setting and hitting goals.
- Budget

FFA Committee Report by Ryan Hasebrook

- Nebraska FFA Convention/Career Fair booth
- 2024 Premium Book
- Nomination deadline 4-H & FFA June 15

4-H Committee Report – Kathleen Lodi (via Zoom)

- Showworks 2024 (moving to next version on May 1)
- Hiring judges for static exhibits

Executive Committee by Dawn Caldwell

- Met with Fonner Park executives to review Master Plan.

HR Committee – Beth Smith

- Did not meet. No report

Staff Department Reports

Events by Jaime Parr for Karli Schulz

- All ticketed events on sale now
 - Added Twisted Chrome Series and Stampede Series
 - Tractor Pull & Demo Derby 50% off sale
- Battle of the Bands Fairest Showdown
 - Top 5 declared through partnership with HEAR Grand Island.
 - State Fair to host semi-final round on July 26, 2024 downtown at Amur Plaza as part of HEAR Grand Island Series.
- Free stages & grounds attractions
- Full staff for 2024, including 2 interns.
- 39 registered marching bands
- 83 schools, 3,000 kids for Nebraska's Largest Classroom days
- 20 County Fairs for County Fair Days

Operations by Tina Thuernagle

- Art display downstairs – Hall County School System until May 7
- Capital purchases -2 trailers.
- Barn cleaning project
- Self-service ticket kiosk built - total of 6 kiosks planned for 2024 Fair.
- Department needs and layouts.

Agriculture by Vaughn Sievers

- Welcomed Dawn Caldwell as new Committee Chairperson.
- Competitive Exhibits
 - Ag Products, Bee Culture, Photography, Quilt entry books posted online.
 - Numerous CE departments offering more demonstrations this year.

- CE pre-fair meetings
- Goal to have 4-H, FFA, and CE judges contracts sent out by May 15th.
- **Livestock**
 - Lambs & goats distributed.
 - Animals came from IA this year.
 - Aksarben entry books
 - Pig Challenge distribution May 4 (encouraging sponsors to attend)
 - DNA envelope orders opening May 1, 2024
- **Equine**
 - Official schedule posted online.
 - Third party contracts sent out.
 - High School Rodeo stock contract – RFQs sent, received, awarded.
 - Houston Stock Show & Rodeo

Sales by Jaime Parr for Keaton Irwin

- Vendor contracts – received 87% so far (deadline July 1)
- Community engagement – staff team completed 60 hours in April (41% more than last year)
 - Bear Fair
 - Earth Day Celebration (CCC-GI, Columbus, Hastings, Kearney)
 - State Fair & Aksarben vendors

Marketing & Sponsorship by Jack Sheard (Idea Bank Agency)

- **Sponsorship**
 - Aksarben sponsorship at 35% of goal
 - State Fair sponsorship at \$750,715 (73% of goal)
 - In-kind sponsorship - \$280,000 (77% of goal)
 - Sponsorship Opportunities booklets
 - Motoplex returning this year as presenting sponsor of the Twisted Chrome Series
 - Truck & Tractor Pull and Demolition Derby
 - In return – use of 20 UTVs for Fair and 4 for Aksarben Stock Show
 - Announced Tom Dinsdale Automotive is official car dealership of Nebraska State Fair
 - Also, renaming new and improved concert arena (working on new name) for Tom Dinsdale Automotive.
- **Marketing**
 - RFPs for 4-year redesign downstairs in Nebraska Building
 - Billboards put up (some digital)
 - Signage & digital displays across grounds
 - PA announcements
 - Working on new ways to market Fair & Aksarben

1868 Foundation – by Lindsey Koepke (via Zoom)

- Financials
- Annual renewals and donations
- Grant requests
- Promotional pieces and media
- May 2 – Go Big Give
- Annual Meeting of Trustees – May 14
 - Lifetime Friend of the Fair award
 - 1868 Society Excellence Award

Executive Director's Report by Jaime Parr

- Regular meetings
- NAFM District meetings

- Layouts – concerts, arenas for US Foods and Motorsports track routes, marching bands, parades.
- The first fuller staff meeting of the season was April 11.
- Next fuller staff meeting will be in June.
- Attended Midwest Fair Managers Conference – Santa Fe, New Mexico.
- ARPA construction, phases 1 and 2
- Hall County Art Show (downstairs in Nebraska Building)
- CERT – Lift, Carry, Drag training at fire station.
- Leadership Unlimited
- Junior Achievement – Spoke about Community with 2nd grade class.
- Volunteer Recognition Banquet – April 25th.

Other Business

- None

Boyd Strobe moved to adjourn.

Lanna Hubbard seconded.

All in favor. Motion passed.

Meeting adjourned.

Minutes of April 19, 2024

Nebraska State Fair Approved:

Date: May 17, 2024

By:



Tom Schellpeper, Board Secretary