



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

The regular meeting of the Nebraska State Fair Board was held on Friday, July 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 July 13 & 16, 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 Strobe, Vice Chair; Lanna Hubbard, Treasurer, via Zoom; Tom Schellpeper, Secretary; Dawn Caldwell; Tom Dinsdale; Ryan Hassebrook; Kevin Jorgensen; Alan Kahle; Brett Lindstrom, via Zoom; Kathleen Lodl; John McKeever; and Beth Smith.

Others in attendance:

Jaime Parr, Executive Director; Tammy Baker, Business Administrator; Karli Schulz, Entertainment & Events Director; Tina Thuernagle, Operations Director; Vaughn Sievers, Ag Director; Keaton Irwin, Sales Director; Courtney Glock, Marketing Director; Nicki Stoltenberg, Sponsorship Director; Lindsey Koepke, 1868 Foundation, via Zoom; Joe Stump, AMGL; and 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 Strobe for Approval of Consent Agenda, which included Regular Meeting Minutes of June 21, 2024.

Second by Beth Smith.

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

Financial Report by Jaime Parr and Joe Stump

Motion made by Tom Dinsdale to approve Financial Report for June 21, 2024.

Second by Boyd Strobe.

Upon roll call vote, motion approved.

Board Committee Reports

Events

- Yolanda with Fiesta Latina group presented historical context of relationship with NSF dating back to 2010.
 - Also covered events that are planned for 2024 Fair.
- 28 Counties are registered for County Fair Day.
- 34 have committed to Board Reunion
- Farm Family Day invites have been sent.
- Grand Marshall flowers and pens have been ordered.
- 64 school marching bands registered.
- Veterans Day
 - Balloon Arch
 - Barber Shop Quartet
 - Raptor Band

- Opening Ceremonies
 - Governor Pillen will be attending.
 - Handing out food vouchers
- Senator Ricketts will be holding forum Monday, August 26 @ 10am in Raising Nebraska
- Senator Fischer is holding a Round Table discussion on August 30th from 10:00 am – 12:00 pm in NSF Board room.
- Request for assistance with parking and trailers (Motorsports) on September 1.

Facilities by Tom Schellpeper

- Capital Purchases
- ARPA updates
- Cindy Johnson gave report on Good Life District and GILCA plans.

Ag Committee Report by Dawn Caldwell

- Small working group
- Focus on H5N1
 - Require clean milk test within 7 days of arriving at Fair
 - Ag Committee agreed with moving forward with lactating dairy cattle at State Fair: in exhibition, contest, and milking parlor.

FFA Committee by Ryan Hassebrook

- County Fairs throughout state are in progress and FFA students exhibiting
 - August 10 – FFA Livestock entries due
 - August 20 – FFA Static entries due

4-H Committee

- County Fair within 60 miles of you, precursor to State Fair in one month
- Reminders to get entries in on time.

Executive Committee by Jeff Kliment

- Good Life District timeline
- Meeting with Cindy Johnson & Fonner officials
- Facilities update – Tom Schellpeper

HR Committee – Beth Smith

- No report

Finance Committee Report for Lanna Hubbard by Boyd Strobe

- Went over financials in more detail
- Nicki working on Aksarben sponsorships
- Discussed opportunity of funding from State of Nebraska by way of City.
- Cindy Johnson reported on Good Life District
- GILCA: Financial Impact Study for City of Grand Island based on Hereford Show and Australian Shepherd Show

Staff Department Reports

Events by Karli Schulz

- Concert ticket sales update
- Refund window on two shows complete
- Packets sent out for all grounds entertainment & events, registrations coming in.
- Registrations accepted until August 9.
- Largest Classroom and marching bands at pre-covid numbers

- Semi-final round Fairest Showdown Battle of the Bands (Nebraska State Fair Night) at Hear Grand Island next Friday, July 26.
- Audio/Video capital improvements throughout grounds
- Bidding process complete for phase 1 of grounds PA system – awarded to Hop Sound of McPherson, KS

Operations by Tina Thuernagle

- Junior National Hereford Show successful
- Giant chairs, picnic tables, and new signage will separate 4 districts on grounds:
 - Green – Livestock
 - Red – Grand District
 - Yellow – Marketplace
 - Blue – Family Fun Zone
- All capital purchases and other projects are on track.
- Ready to set up and complete 2024 Nebraska State Fair
- Jumping pillow invitation

Agriculture by Vaughn Sievers

- H5N1 – as of now, we are planning on having lactating cows. Will visit with state veterinarians again before Fair.
- Thank you to the Ag TEAM.

Sales by Keaton Irwin

- Added 5 new spaces in the Ag Marketplace, considering logistics
 - Didn't lose any Ag vendors
- 26 new vendors on grounds
 - Only 8.76% cancellation rate
 - Add new and exciting options, while maintaining traditional vendors
- Sent out digital welcome packets, vendors will receive hard copies when they arrive.
- Launched new Nebraska State Fair vendor page on Facebook.
- Livestreaming New & Unique Foods contest.
- Community Outreach update

Marketing by Courtney Glock

- Updating signage
 - brand, visibility, directional, usefulness (H5N1 handwashing safety)
 - New graphics at Main Gate – match out new vehicle wraps
 - Welcome & thank you signage
- Working with Sponsorship – accurate, noteworthy fulfillment
- Tree lighting sponsorship (on State Fair Blvd)
- Bobbie's Bargain Book debuts Monday.
- Network – invitation to share stories

Sponsorship by Nicki Stoltenberg

- Collaboration – with other departments, sponsors, partners
- Goal this year is fulfillment
- Highlights of contacts with partners
- Focusing some time on Aksarben Stock Show sponsorship

1868 Foundation – by Lindsey Koepke

- Blue Ribbon Kickoff – Great Steak Debate
- Fundraising
 - Grants for Aksarben

- Promoting Truck Raffle
- Thanked Foundation Board
 - Welcomed Lanna Hubbard
 - Welcomed Steve Wehrbein
- VIP Donor Reception
- Pre-party for Little River Band concert
- Corndogs & Cocktails reception (before Riley Green concert)

Executive Director’s Report by Jaime Parr

- Meeting 1:1 with staff, directors, group, and full staff (sharing financials).
- Small group attended Kansas State Fair Safety & Security Roundtable
- Janet Enck – Front desk
- H5N1: no cases in Nebraska to date. If cases are found in Nebraska before Fair, we will re-evaluate with guidance from Dept of AG and State Veterinarians.
- Capital Purchase progress
- Stock Show – amping up recruiting efforts
- ARPA 1 – physical work mostly complete
- ARPA 2 – RFPs for next phases: Main Street & Cowboy Way
- GILCA business model in works
- County Fair Tour season
- Board Schedule
 - Board meetings, Opening Day, mid-week, and Labor Day
 - Credentials, tickets, parking
- Board apparel items
- Sumner 4th of July Parade
- Thank you to staff team, seasonal managers, 1868 Foundation, NSF Board

Boyd Strope moved to adjourn.

Second by Dawn Caldwell.

All in favor. Meeting adjourned.

Minutes of July 19, 2024

Nebraska State Fair Approved:

Date: August 23, 2024

By: _____
 Tom Schellpeper, Board Secretary