



**NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday, March 21, 2025**

The Annual meeting of the Nebraska State Fair Board was held on Friday, March 21, 2025, at 1:00 pm at Nebraska State Fair Administrative Offices in Grand Island, NE. Public notice of this meeting was published in the Grand Island Independent newspaper on March 19 & 20, 2025; posted to the Nebraska Public meeting calendar website; and on the Nebraska State Fair website. The public was invited to attend in person.

The March meeting of the Nebraska State Fair Board was called to order by Chairman, Boyd Strobe.

Roll call was read with the following Board members present: Boyd Strobe, Chair; Tom Schellpeper, Vice Chair; John McKeever, Secretary; Lanna Hubbard, Treasurer, via Zoom; Anna Castner Wightman; Tom Dinsdale, via Zoom; Ryan Hassebrook, via Zoom; Kevin Havlovic; Kevin Jorgensen; Alan Kahle; Kathleen Lodl, and Beth Smith. Absent: Dawn Caldwell.

Others in attendance:

Jaime Parr, Executive Director; Tammy Baker, Business Administrator; Joe Stump, AMGL; Courtney Glock, Marketing Director; Nicki Stoltenberg, Sponsorship Director; Tina Thuernagle, Operations Director; Vaughn Sievers, Ag Director; Tyler Griffeth, Livestock Manager, Lindsey Koepke, 1868 Foundation, via Zoom; Carla Warneke, Box Office and Volunteer; and Victoria Ayotte, Grand Island Independent.

Boyd Strobe 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 Kevin Havlovic for Approval of Consent Agenda, which included Regular Meeting Minutes of February 21, 2025.

Second by Tom Dinsdale.

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

Financial Report by Joe Stump

John McKeever moved to approve February Financials as presented.

Second by Alan Kahle.

Upon roll call vote, motion to approve passed unanimously.

Board Committee Reports

Events Report by John McKeever

- No report

Facilities Report by Tom Schellpeper

- No report

Agriculture Report by John McKeever for Dawn Caldwell

- No report

Finance Report by Lanna Hubbard

- Thanked Jaime for attending City Council meetings.

FFA Report by Ryan Hassebrook

- Thanked students and FFA chapters who stepped up to help during recent storms.
- State FFA Convention coming up in early April, in Lincoln

4-H Report by Kathleen Lodi

- Robotics event (currently happening) and Robotics Showcase during Fair
- New Event: Data Driven (2nd year) – statistics and numbers
- Monthly meeting of State Fair Management Team
- All things in place for County Fairs

Executive Report by Boyd Strobe

- Agenda changes
- GILCA
- City of Grand Island
- Funding

Staff Department Reports

Operations by Tina Thuernagle

- 2025 layout logistics and finalizing projects
- ARPA Phase 2 projects
- Capital Purchase projects
 - Jumping pillow project progress
- Reaching out to previous seasonal team – asking for return
- ARPA, Director's, and weekly staff meetings
- Thursday Ops Team meetings
- GILCA update
 - Added two new shows
- Thanked Board for continued support.

Agriculture Report by Vaughn Sievers

- Rules & Regulations subcommittee meeting
- Budget impact items
- Challenge pickups/sponsors
 - Abi Parker starting part-time to oversee program.
- FFA Convention – Ag group to attend with State Fair Booth
- ShoWorks Conference – Kourtney & Tyler attending first week of April 2025
- Tyler Griffeth – new Livestock Manager introduced himself to Board

Marketing Report by Courtney Glock

- Concert week
 - Announcements
 - Ticket sales
- Advertising promotions
- Dark ad implementation
- Influencer updates
- “Fairfluencer” program launched for 2025 Fair
- 154 days until 2025 Nebraska State Fair

Sponsorship Report by Nichole Stoltenberg

- Diversity of sponsorship calls w/stakeholders & partners

- Revenue – reformulating financial reports (actuals & in-kind trades)

Events Report by Jaime Parr for Karli Schulz

- Registrations open for almost all State Fair events
- Puzzle Contest
- Update on Ticketed events given by Courtney earlier in meeting
- Will host Nebraska State Fair Marathon – Goals Race Management partner
- RFPs
 - Selected Triangle Talent as Talent Buyer for 2026 – 2028
 - Production RFP
 - Main stage catering RFP
- Free stage and grounds attractions

Sales Report by Jaime Parr for Keaton Irwin

- Vendor offers and registrations
- Bobby's Bargain Book registrations underway
- Committee Meetings
 - Concessionaire Communications Committee meeting (April 9)
 - Commercial Vendor Communications Committee (April 22)
- Aksarben returning vendor agreements
- Campground registrations going well (Set Your Sites – new partner)

1868 Foundation by Lindsey Koepke

- Communications specialist, Selena Aguilar, is now on board
- Annual renewal campaign update
- Submitted \$300,000 in grant applications, and sent number of inquiries
- Multi-year fundraising committee update
- Aksarben Stock Show – Kevin Cook (former Aksarben Stock Show head) would like to come on board with 1868 Foundation.
- Tina spoke to Foundation Board regarding US Foods Open Air Arena improvements – granted \$15,400.

Executive Director's Report by Jaime Parr

- Continuing weekly staff meetings, sharing payables.
- ARPA 1 almost complete.
- ARPA 2 has just begun.
- Monthly Stakeholder meeting of Campus Partners: Litter Pick up on April 1
- Financial audit – will have report in April
- CISA Report – Safety Tabletop exercises
- Leadership Tomorrow Presentation
- Staff Bonding experiences
 - a. Smash Day
 - b. Pi Day

Other Business

- None

Kevin Jorgensen moved to adjourn.

Second by Tom Dinsdale.

All in favor. Meeting adjourned.

Minutes of March 21, 2025
Nebraska State Fair Approved:
Date: April 18, 2025

By: 
John McKeever, Board Secretary