



NEBRASKA STATE FAIR BOARD
Nebraska State Fair Board Room, Grand Island NE
Meeting Minutes
Friday December 17, 2021

A regular meeting of the Nebraska State Fair Board was held on Friday, December 17th, 2021, at 10 a.m. Public notice of this meeting was published in the December 10 and 11th issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website on December 1st 2021, and on the Nebraska State Fair Website. The public was invited to attend in person.

Roll call was read with the following members present: Bob Haag, Secretary; Kevin Jorgensen; Beth Smith, Chair via zoom; Dawn Caldwell, Vice Chair; Boyd Strobe, Treasurer; Lanna Hubbard via zoom; Tom Schellpeper; Ryan Hassebrook via zoom; Jeff Kliment; Steve Wehrbein; Tom Dinsdale; Chris Kircher via zoom. Others in attendance at the board room were: Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Judy Trent, Office Administrator/ Board Liaison; Vaughn Sievers, Director of Agriculture; Holle Evert, Director of Sales; Karli Schulz, Director of Events; Tina Thuernagle Operations Lead; Joe Stump; Lindsey Koepke via zoom; Mark Fahleson via zoom; Brian Rockey and Jill Marshall Nebraska Lottery via zoom.

Caldwell 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 Bob Haag for Approval of Consent Agenda.

Second by Boyd Strobe.

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

Financial Reports were reported by Joe Stump and Jaime Parr.

Approval of November 2021 Financial Report

Motion made by Tom Dinsdale for Approval of November 2021 Financials.

Second by Kevin Jorgensen.

Discussion: No Discussion.

Upon roll call vote, motion to approve financials passed unanimously.

Board Committee Reports

- Executive Meeting report by Beth Smith.
 - Reported on the Strategic Plan meeting. Set up specific expectations and goals for the Nebraska State Fair staff with a timeline.
 - Executive Director Contract
 - Currently a work in progress with Mark Fahleson and will be voting on that in January.
 - January meeting in Kearney and February meeting will be in Lincoln.
- Agriculture Committee was reported by Jeff Kliment.
 - Discussed budget requests in all agriculture areas.
 - GILCA is busy with booking and hosting shows.
 - Interviewing for Aksarben and State Fair open positions.

- Events was reported by Steve Wehrbein.
 - Events did not meet this month.
 - Steve announced there is a Family Holiday Fun Sale happening until December 31st.
 - Tom Schellpeper announced the award “Pull of the Year” from the Nebraska Tractor Bush Pullers Association.

- Facilities Planning was reported by Dawn Caldwell.
 - Bill Ogg commented on the briefing of the master plan meeting held in December.
 - Master Plan full report is set for Wednesday December 22, 2021 at the Tom Dinsdale Conference room.
 - Planning on improvement of the infrastructure of current layout first and then construction.
 - Dawn Caldwell Thanked those who have been part of this from the beginning.

- Finance Committee reported by Boyd Strope.
 - Discussed November Financials and reviewed the budget.
 - Budget will be sent out to board members to look at before January meeting.
 - Auditors will be present in January and they will report in March.
 - Jaime Parr presented a quick review of the budget. Jaime encouraged board members to reach out with any questions before the January meeting.

- FFA reported by Ryan Hassebrook.
 - Continuing to work on new programs that can be added into the days available during the Nebraska State Fair.

- 4-H reported by Dawn Caldwell
 - Working on some new programs to add during the Nebraska State Fair.

Foundation Update

- Lindsey reported on the 1868 Foundation.
- Discussed what will be needed for an overview for the master plan meeting on December 22, 2021.
- The master plan is for construction of long-term success.
- Lindsey reported on all the businesses and community members that helped in preparing the master plan.
- Lindsey gave an overview of all the meetings and plans that have happened to make this master plan ready and what will happen after the Master Plan is accepted.
- There will be 5 to 6 questions that will be addressed on Wednesday 22, 2021 and a unified response to attendees and media.

Deputy Executive Director Report – Jaime Parr

- Weekly staff meetings including financials.
- Thank You to the team for the budget.
- Bill Ogg and Jaime reported on the strategic planning with the staff.
 - It was positive and proactive for the Nebraska State Fair.
 - There will be an insert in the paper for our appreciation.
 - Discussed the mission statement and what it means.
 - Discussed the vision statement and what it means.
 - Discussed the core values and what is expected.
 - Jaime shared the progress the staff and partnerships made for the strategic plan to fulfill our mission and vision.
 - Reported on the community give back from the Nebraska State Fair.

Department Staff Reports

- **Agriculture and Aksarben report by Vaughn Sievers**
 - Working on the budget for 2022.
 - Adding two staff to the agriculture department.
 - Post fair department supervisor meetings.
 - Thanked the board and executive director for allowing him to go to IAFE.
 - Enrolled into the Fair Management courses.
 - Thanked Vickie Sich for putting together the meeting for competitive exhibits.
 - Discussed programs to bring to the fair.
 - Changes within the budget and how to improve in the future.
 - Finishing up the Aksarben challenges.
 - GILCA is putting on events.
- **Events report by Karli Schulz**
 - Thank You to board for allowing to attend IAFE.
 - Starting to put together an entertainment package for 2022.
 - Updating forms for 2022 Nebraska State Fair.
 - Discussed some of the budget lines and changes.
- **Marketing and Sponsorship report**
 - No report
- **Sales by Holle Evert**
 - Discussed line items on the budget.
 - Shared some of the highlights of the IAFE convention.
 - Janna Kuklis will be retiring at the end of this year. Holle Thanked Janna for her service to the Nebraska State Fair.
 - There will be a new hire in the Sales department starting in January 2022.
- **Operations**
 - No report

Nebraska Lottery Briefing

- **Brian Rockey and Jill Marshall reported on the Nebraska Lottery.**
 - Financial Update
 - Products and Promotions
 - Beneficiary Awareness
 - Current Topics

Executive Director Report – Bill Ogg

- Bill Ogg stated that we are in a good financial position and wanted to thank the staff and board.
- Was able to decrease the interest rate on the Nebraska State Fair loan.
- Discussed the changes in Fonner rental rate and the positive work with partners.
- Discussed NAFM and the need for schedules to be determined. Nebraska State Fair will also be hosting the hospitality room each night and providing drink tickets. District 2 and 6 are up for elections of board members on the Nebraska State Fair Board.
- Thank You to Chris Kircher for his service. His position will be filled by the Governor.
- Staff is in a rebuilding mode because of retirements etc. Excited about the team that will be assembling in the next couple of months.
- Tina Thuernagle has been a great addition to the full-time team.
- Thank You to all the staff for the strategic plan and pulling it together through the years.

Other Business

- Beth Smith wanted to Thank Chris Kircher for his service of 9 years to the Nebraska State Fair.

Future Nebraska State Fair Board Meeting Dates and Locations (tentative)

- January 21st, 2021, NAFM Convention, Kearney, NE
- February 2021, Lincoln, NE

Adjournment

Motion made by Boyd Strobe to adjourn the meeting.

Second by Steve Wehrbein.

Upon roll call vote, motion passed unanimously.

Time adjourned: 12:10 pm