



NEBRASKA STATE FAIR BOARD
Nebraska State Fair Board Room, Grand Island NE
Meeting Minutes
May 21, 2021

A regular meeting of the Nebraska State Fair Board was held on Friday, May 21, 2021, at 10 a.m. Public notice of this meeting was published in the May 14th and 15th issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website on May 7, 2021 and on the Nebraska State Fair Website. The public and press were invited to attend in person, via zoom or Facebook live.

Roll call was read with the following members present: Dawn Caldwell, Vice Chair; Bob Haag, Secretary; Ryan Hassebrook; Kevin Jorgensen; Beth Smith, Chair; Boyd Strope, Treasurer; Steve Wehrbein; Kathleen Lodi; Tom Schellpeper; Jeff Kliment; Tom Dinsdale; Chris Kircher via zoom and Lanna Hubbard via zoom. Others in attendance at the board room were: Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Gary Kubicek, Director of Marketing; Scott Yound, Operations; Vaughn Sievers, Director of Agriculture; Laura Hurley, Experiential Partnerships; Judy Trent, Office Administrator/ Board Liaison; Holle Evert, Director of Sales; Mark Fahleson, Rembolt Ludtke; Kent Zeller; Joe Stump, AMGL; Terry Galloway, 1868 Foundation; Lindsey Koepke, 1868 Foundation.

Smith 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 to approve the consent agenda.
Second by Bob Haag.
Discussion: No discussion.
Upon roll call vote, motion to approve consent agenda passed unanimously.

Approval of April Financials

Joe Stump and Jaime Parr reported on April Financials.
Motion made by Tom Dinsdale that the financial documents through April 30th, 2021 be approved by the Board as presented:

1. Balance Sheet vs Prior Year
2. Period and YTD Profit and Loss Statement for Organization
3. Period and YTD Profit and Loss for Aksarben only

Second by Steve Wehrbein.
Discussion: Terry Galloway reported on the monthly budgeting process.
Upon roll call vote, motion to approve April Finances passed unanimously.

Executive Director's Report: Bill Ogg

- Mentioned the turnaround of financials.
- Appreciation of current and former Nebraska State Fair board members for strong council to monitor the fiscal responsibility. Proud of the board's direction and equally proud of the staff's involvement and their commitment for attention and management of the financial responsibility.
- Approved the 1868 Foundations involvement with the Nebraska State Fair.
- The importance of empowering staff to represent their department by providing reports to the board.
- Entertainment is in the process of being finalized. Entertainers and providers are reluctant to sign.
- Concert line up is not ready to announce.
- Nebraska State Fair saved money by using the RFP process. Companies were thankful for the chance to bid.
- Thank You to Ben Murphy for volunteering many years as a Nebraska State Volunteer. The volunteers are very much appreciated and needed to make the Nebraska State Fair happen.

Deputy Executive Report: Jaime Parr

- Financial flash report: Balance sheet, Details for cash account, cash requirements statement, and current Five Points bank account balances are sent out weekly to departments, executive committee, and finance committee to compare with budget.
- Jaime explained the discussions of the weekly team meetings.
- Thank You was given to all staff, board and Courtney Liermann who helped with the Volunteer Banquet. The Volunteer Banquet was a great success with many volunteers signing up for this year's fair. Next volunteer opportunity will be Planting Day June 5th and 10th at the Nebraska State Fair.
- There has been discussion with production and Agriculture department about increasing live streaming of events.
- Renewed wage agreement with Eileen Dawes for graphic design and sign productions.
- Box office will be open soon, gate traffic flows are being discussed for safety, and the team is working on the expansion in Aksarben.

Department Reports

- Agriculture and Aksarben: Vaughn Sievers
 - Competitive department has exhibit books being reviewed and getting ready for show works.
 - NE Largest classroom is starting to see registrations.
 - Birthing pavilion is working on new live additions and live streaming.
 - RFPs for bedding were done to help with budgeting and best value committed.
 - Check in trailers have been secured and judges contracted.
 - Working on a color-coded system release time during the fair.
 - The Livestock Facebook page has a bio on the new agriculture team members.
 - Equine is adding to draft shows and there is a schedule being put together as it changes.
 - Ribbon, plaque, and lapel pins are ordered.
 - Aksarben has had many meetings as team to work forward.
 - Had a committee of 5 members help hire judges. Judges and superintendents are being hired.
 - DNA is coming in and being recorded for Aksarben.
 - Meetings on the Final Grand Drive.
 - Hoping to have schedule and premium books up the first part of June.
 - Vaughn had first meeting with GILCA.

- **Events: Jaime Parr**
 - Announcement out to hire a Nebraska State Fair Nebraska Events team.
 - Chelsey Junck has assisted with bridging the events.
 - Entertainment applications are coming in and program planning is well under way.
 - Veterans day has a committee and programing is coming along.
 - SMG has been helping with the regional entertainment.
- **Marketing & Sponsorship: Gary Kubicek & Laura Hurley**
 - **Sponsorship Laura Hurley**
 - Confirmed sponsors for Nebraska State Fair and Aksarben with an increase in sponsorship dollars.
 - Many supporters are working together supporting Nebraska State Fair and Aksarben.
 - **Marketing Gary Kubicek**
 - Proposed the strategy for media buys.
 - Introduction of the Billboards.
 - Working on Lifetime passes.
 - Information on Kiosk and what can be done with them.
 - County Fair banners are being updated.
 - Aksarben challenges are going well.
- **Operations: Scott Yound**
 - Working on painting panels in the 5 Points Bank Arena.
 - Rock bottoms are washed and sealed.
 - Thank You to the Board for helping with the Volunteer Banquet.
- **Sales: Holle Evert**
 - Vendors and concessionaires are getting creative this year.
 - The parade will have an 8-person pedal tractor from Legacy of The Plains Museum.
 - Working on tent, pipe, and drape needs.
 - Talking with Pheasants Forever to be part of the sustainability Pavilion.
 - Recycle Garden is open for applications and on Facebook.
 - Sign up for Aksarben vendors will be June.

Fair Board Committee Reports

- **Agriculture: Jeff Kliment**
 - Agriculture department is good hands with the Livestock team in place.
- **Events: Steve Wehrbein**
 - Opening Ceremony on August 27th, 2021 at will have free attendance until noon that day.
 - Steve Wehrbein presented a few of the many events that are taking place during the Nebraska State Fair.
 - Discussed the parades and marching bands.

- **Facilities Planning: Dawn Caldwell**
 - The committee has been working on helping lead the charge with the 1868 Foundation on a Master Plan for the entire Fonner Park campus area and pulling together all stake holders.
 - RFP to look for someone to work with the Master Plan.
 - There will be a tour of the facilities today with Scott Yound in Operations.
- **Finance: Boyd Strobe**
 - Securing extended leases.
 - Discussed SBA EIDL loan program for the betterment of the fair.

Approval of additional SBA EIDL Loan

Motion to pass a resolution that the Nebraska State Fair apply for an additional \$350,000 dollar funding through the SBA EIDL Loan Program by Boyd Strobe.

Second by Bob Haag.

Discussion: No Discussion

Upon roll call vote, motion to apply for extension of the SBA EIDL Loan program.

- **Executive: Beth Smith**
 - Board will put out an evaluation of Bill Ogg in June.
 - Committee had update from Dawn Caldwell on the Master Plan.
 - Schedule of the remainder of the year. Plan for a time in October for overview of Nebraska State Fair and Aksarben.

1868 Foundation Update

- **Lindsey Koepke reported on the 1868 Foundation.**
 - Thank You to all that attended the Foundation Banquet.
 - Terry Galloway received a Lifetime Fair of the Friend award.
 - Reported on awards given at the 1868 Foundation.
 - Explained the facilitators of all stake holders of the Master Plan.
 - Terry Galloway spoke regarding the 1868 Foundation Stake Holders Dinner.
 - Annual report is out for review.
 - The Board of Trustees appointed Jill Staab to the board.
 - Grant writing for Aksarben.

Other Business:

- No other business.

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

June 18, 2021 Nebraska State Fair Board Room, Grand Island, NE

Adjournment

Motion made by Boyd Strobe to adjourn the meeting.

Second by Tom Dinsdale

Upon roll call vote, motion passed unanimously.

Time adjourned: 11:30 am.