



**NEBRASKA STATE FAIR BOARD**  
Nebraska State Fair Board Room, Grand Island NE  
**Meeting Minutes**  
**July 16th, 2021**

A regular meeting of the Nebraska State Fair Board was held on Friday, July 16<sup>th</sup>, 2021, at 1 p.m. Public notice of this meeting was published in the July 9<sup>th</sup> and 10<sup>th</sup> issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website on July 5<sup>th</sup>, 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; Kevin Jorgensen; Beth Smith, Chair; Boyd Strobe, Treasurer; Steve Wehrbein; Tom Schellpeper; Lana Hubbard; Tom Dinsdale; Lanna Hubbard via zoom; Ryan Hassebrook via zoom; Jennifer Stump via zoom. Others in attendance at the board room were: Bill Ogg, Executive Director; Jaime Parr, Deputy Executive Director; Scott Yound, Operations; Vaughn Sievers, Director of Agriculture; Laura Hurley, Experiential Partnerships; Holle Evert, Director of Sales; Judy Trent, Office Administrator/ Board Liaison; Teena Fedorchick, Events; Karli Schulz, Events; Eileen Dawes, Signage; Mark Fahleson, Rembolt Ludtke; Lindsey Koepke, 1868 Foundation; Terry Galloway, 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 Bob Haag for Approval of Consent Agenda.

Second by Tom Dinsdale.

Discussion: No Discussion.

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

**Approval of June Financials**

Jennifer Stump and Jaime Parr reported on May Financials.

Motion made by Boyd Strobe that the financial documents through June 30<sup>th</sup>, 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: No Discussion.

Upon roll call vote, motion to approve June Finances passed unanimously.

## Deputy Executive Report: Jaime Parr

- Staff is continuing with weekly meetings and overview of financials.
- The box office is in full operations selling concert, admission, and event tickets.
- Tickets were created for online sale with etix.
- Beverage department has been working on the liquor licenses, set up, and equipment order.
- Finance team is expanding for State Fair, working on time clocks, reviewing policies and controls.
- Schedule of event have been sent to the Grand Island Independent. The Independent has created a gate book for review and daily sheets are being created.
- The advertisement comes out August 22<sup>nd</sup> for the Nebraska State Fair.
- Credentials and parking passes are underway for printing.
- Operations and Agriculture have been busy with GILCA shows.
- Continuing weekly meetings with departments and working together planning the fair. Aksarben has been working together on scholarships.
- Keeping track of the hours Nebraska State Fair staff volunteer in their community.
- In the process of hiring seasonal personnel.

## Department Reports

- **Agriculture and Aksarben: Vaughn Sievers**
  - **We are getting in entries for both Competitive and livestock entries.**
  - **We have 1954 preregistered students for the NLC (Nebraska's Largest Classroom) this year with a goal of hitting 2200. Still expecting some late registrations.**
  - **Livestock load out plan solidified.**
  - **Birthing Pavilion will have a live stream on the Nebraska State Fair Website. Also "Vet Talk" will be going on in the Pavilion.**
  - **Majority of Equine books are posted online.**
  - **We are up on DNA nominations over 2020 by 875.**
  - **Expecting to open Aksarben entries on August 1<sup>st</sup>, 2021.**
  - **Last of 5 GILCA shows conclude this week which included some of the largest breed shows with record entries.**
- **Events: Teena Fedorchik & Karli Schulz**
  - Jaime Parr highlighted events that are happening during the Nebraska State Fair.
  - All department staff is working together on events.
- **Marketing & Sponsorship**
  - **Sponsorship: Laura Hurley**
    - **Reported on Sponsorship dollars for Nebraska State Fair and Aksarben.**
    - **Working on scholarships for the new Aksarben grand drive.**
    - **Funding for the Christian music entertainer We are Messengers.**
    - **Reported on number of hospitality sponsors during the fair.**
    - **Reported on concert ticket sales for opening day.**
  - **Marketing: Gary Kubicek**
    - **Jaime Parr reported for Gary Kubicek.**
    - **Billboards are up on I-80.**
    - **Media buys started on Thursday.**
    - **Social Media plan has been put together with 5 categories.**
    - **Reported on sponsors for the concerts.**
    - **Lifetime passes have been printed.**
    - **Aksarben grand drive fundraising has been going well.**

- **Operations: Scott Yound**
  - Working on livestock show events for the last month.
  - Moving items from the Sand room to the 4-H building.
  - Started cleanup for the Hall County fair.
- **Sales: Holle Evert**
  - Indoor space is full for spaces, but a few outdoor spaces open.
  - Working on new and unique foods contest.
  - Sustainability pavilion has many great events.
  - Thank You to Dawn Caldwell for potential Agriculture booth.
  - Working with 4-H area.
  - Esports is being finalized and Thank You Ed Meedel for helping start Esports event.
  - Working on Aksarben trade show.

#### Executive Director Report – Bill Ogg

- Pre fair tour with Fonner Park and shared capital improvements ideas.
- Admission tickets available at Pump and Pantry August 1<sup>st</sup>.
- Box Office is open for tickets.
- Concert sells are having a good opening day.
- Financial position was unknown at the beginning of 2021, so our entertainment budgeted to what was invested.
- Follow up to the media, our budget for marketing was conservative. With being conservative we can be more consistent with media until the fair.
- Five RFP's have been provided for the master planning. Keep in mind this is a planning exercise. This is the study of this is what is available and what is recommended to produce or change this area.
- If anyone would like to hear about the Nebraska State Fair, please reach out to the offices. Staff is more than glad to come speak about the fair.
- Reported on who is involved in GILCA and their role in events at Fonner Park.
- Appreciation to all staff and GILCA for their role in all events.
- The Nebraska State Fair is more than concerts. It is full of free entertainment and attractions for people to enjoy.
- Wade shows will be at the Nebraska State Fair.

#### Fair Board Committee Reports

- **Agriculture: Jeff**
  - Final plans for the fair.
- **Events: Steve Wehrbein**
  - Thank You to Teena and Karli for their hard work.
  - Reported on list of Board members needed for events during the fair.
  - Please invite districts to board reunion.
  - The opening ceremony on Friday will be called The Opening Ceremony and the second day will be the Governors Welcome.
  - Report on events happening.
- **Facilities Planning: Dawn Caldwell**
  - Spoke with Scott and the change of manager roll that will happen.
  - Talked about the cleanliness of the buildings before State Fair.
  - Opportunities to talk about alleviating the areas that gather dirt. Areas that need to look nicer.
  - Board, please keep notes on places and ideas that can be used to help with the buildings.
  - Master planning on the Nebraska State Fairs part is coming along accordingly.
  - Thank you, operations, and agriculture, for all they are doing for the GILCA events.

- Finance: Boyd Strobe
  - Reviewed financials.
  - Discussed Capital reserves information.
  - Premiums to the exhibitors have been recently in checks. This has been a problem. Premiums will be changing to cash out premiums during the fair.
  - Discussed the VEO during the Nebraska Sate Fair.
- Executive: Beth Smith
  - Met and discussed the logistics of the Nebraska State Fair.
  - Board invites for fair events will be updated as needed.
  - Please encourage former board members come to fair.
  - Veterans Day would be a great event for all Board members to be present.
  - There will be updates on the dates and time of the board meeting during the fair.
- 4-H: Kathleen Lodi
  - In person proگرامing is happening again.
  - Fairs numbers are looking strong.
  - Using ideas/challenges we learned from 2020 bring to the future. Example of Live Facebook during events. 4-H plans to continue with electronic information. How we are encouraging youth into the 4-H.
  - Raising Nebraska will have lots of exhibits for the State Fair
    - How many bushels do you weigh?
    - Ag commodities and economics.
    - New corn experience.
- FFA: Ryan Hasebrook
  - DNA information and registration.
  - Good number of registration and participation.
  - Recognizing Show times are different and make sure people know to check schedules.

#### 1868 Foundation Update

- New elections have been done for the 1868 Foundation.
- Lindsey Koepke reported on The Blue Ribbon Kick off Great Steak Debate on August 27<sup>th</sup>, 2021
- Explained the review the RFPS for the Master plan and five RFPS for the Fonner Park Master Plan have been picked.

Other Business: Discussion of Bills contract will be in October.

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

August 27<sup>th</sup>, 2021, @ 8 am Nebraska State Fair Board Room, Grand Island, NE

#### Adjournment

Motion made by Boyd Strobe to adjourn the meeting.

Second by Steve Wehrbein.

Upon roll call vote, motion passed unanimously.

Time adjourned: 2:33 pm