



NEBRASKA STATE FAIR BOARD
Conference Room, Embassy Suites, Lincoln, NE
MEETING MINUTES
March 17, 2019, – 12:00 p.m.

A regular monthly meeting of the Nebraska State Fair Board was held on Sunday, March 17, 2019 at 12:00 p.m. Public notice of this meeting was published in the March 10 & 11, 2019, in the Grand Island Independent and posted to the Nebraska Public meeting calendar website since March 10, 2019.

Roll call was read with the following members present: Stan Brodine; Dawn Caldwell; Bob Haag; Chris Kircher, Chair; Jeremy Jensen; Jeff Kliment; Doug Lukassen, Treasurer (via phone); Chuck Rolf, Secretary; Beth Smith; and Steve Wehrbein. Not in attendance: Kathleen Lodl; Kirk Shane, Vice Chair; and Kent Zeller. Others in attendance were: Lori Cox, Executive Director; Jaime Parr, Chief of Sales; Bill Angell, Director of Livestock; Greg Harder, Chief of Operations; Chelsey Jungck, Chief of Events & Entertainment; Patrick Kopke, Chief of Finance and Administration; Scott Yound, Director of Operations; Janna Kuklis; Jonna Whiting; Kayla Crowder; Sue Tynan, Lindsey Koepke, Executive Director, 1868 Foundation; Gretchen Kirchmann.

Kircher 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.

Minutes of February 22, 2019 Meeting

Motion made by Bob Haag to approve the minutes as presented.

Rolf seconded the motion.

Upon voice vote, motion passed unanimously.

Kircher acknowledged the severe weather conditions and appreciation to all who are able to attend. Mentioned executive session will take place at the end of the agenda.

Executive Director Report

Cox brought forward:

1. Main Entry Presentation for Capital purchase consideration: the creating company is not ready with full proposal. The Fair will wait to present a complete plan in April. Current estimated cost is looking to be around \$48K (about ½ of original conversations). This large, impactful entry is being modeled from NFL and NASCAR event set-ups. A visible and dynamic entrance will be re-useable for future Fairs.
2. Cox presented two sponsor themed workshops at the Zone 5 conference over the weekend. One was on strategy where she educated attendees about language and definition. The second covered activation values.
3. Cox currently has 12 new sponsor prospects, and Hurley is handling those. Cox and Hurley have a system of interviewing and fulfillment to ensure a positive experience for sponsors and for the

Fair. All new sponsor agreements are written for annual review vs. multi-year. This allows both partners opportunity to review and make adjustments as needed.

4. Cox and Kirchmann are talking about how to identify partners who would benefit by supporting both the Fair and Aksarben Stock Show.
5. Cox and the Executive Committee are meeting with a fundraising firm out of Kansas City. The firm is experienced with livestock and agriculture sectors and have over \$2 billion in capital funds raised for clients. They have communicated with the 1868 Foundation director and executive board and plan to meet to identify the full breadth of capital needed.

Financial Report

Kopke, Chief of Finance and Administration, reported total current assets of \$2,117,173; total current liabilities \$1,007,533; total current operating revenues \$278,683; total current operating expenses \$465,763. Kopke also reported that about six new zip codes in western NE have now purchased concert tickets. Sponsor radio ads are likely helping ticket sales. The percentage of bundles sold as of the end of February include: 58% Hot Country, Red Dirt is at 14%, and Rock is at 21%. Specialty concerts are also selling: 28% of OND, 25% Trace Adkins and 8% of Zach Williams are currently sold.

Motion made by Wehrbein to approve the Financial Report.

Seconded by Kliment.

Upon voice vote, motion carried.

Committee Reports

No Committees met.

Future Meeting Dates and Locations

April meeting will start at 11:00am with Committee meetings in the morning. Fonner will be invited to lunch and the Fair's blanket race will follow the Board Meeting. The NE State Fair 1868 Foundation also hosts their blanket race on the same day.

Foundation Update

Koepke reported the 1868 Foundation has been working with annual renewals, now are at \$40,000.00 for the Blue-Ribbon Rollout. Koepke acknowledged the upcoming meeting with fundraising firm and their participation in Zone 5, where Koepke and Foundation Chairman, Terry Galloway, co-presented a workshop.

Other Business

Cox offered special thanks to Jungck and the entire special events team who planned and produced the Zone 5 conference. Jungck reported that despite severe weather, Zone 5 had very few cancels/no shows. Zone 5 will be in Des Moines, IA in 2020, and Springfield, MO in 2021.

Executive Session

Rolf motioned to go into executive session regarding personnel.

Haag seconded the motion.

Upon voice vote, motion passed unanimously at 12:48p.m.

Motion made by Rolf to exit executive session.

Brodine seconded the motion.

Upon voice vote, motion passed at 1:18p.m.

Wehrbein made the motion to approve Cox's evaluation and compensation.

Brodine seconded the motion.

Upon voice vote, motion passed.

Adjourn

Kircher asked for a motion to adjourn the meeting.

Motion made by Lukassen. Seconded by Haag.

Upon voice vote, motion passed.

Time adjourned: 1:21p.m.