



NEBRASKA STATE FAIR BOARD

Meeting Minutes

Friday, June 16, 2023

The annual meeting of the Nebraska State Fair Board was held on Friday, June 16, 2023, at 1:00 pm at the Nebraska State Fair Administrative Offices in Grand Island, NE. Public notice of this meeting was published in the Grand Island Independent newspaper on June 13th & 14th, 2023; posted to the Nebraska Public meeting calendar website; and on the Nebraska State Fair website. The public was invited to attend in person.

Roll call was read with the following Board Members present: Dawn Caldwell, Chair; Jeff Kliment, Vice Chair; Boyd Strobe, Treasurer; Tom Schellpeper, Secretary; Bob Haag; Tom Dinsdale; Kevin Jorgensen; Kathleen Lodl, via Zoom; Lanna Hubbard; Brett Lindstrom, via Zoom; Ryan Hassebrook, via Zoom; and Steve Wehrbein. Absent: Beth Smith.

Others in attendance:

Jaime Parr, Executive Director; Tammy Baker, Business Administrator; Joe Stump, AMGL; Vaughn Sievers, Director of Agriculture; Tina Thuernagle, Operations Director; Keaton Irwin, Director of Sales; Karli Schulz, Events Director, via Zoom; Shirley McCallum, Sponsorship & Hospitality Manager; Monica Kleinschmidt, Marketing & Hospitality Manager; Eileen Dawes, Office Administrator; Rebecca Pfeifer, Beverage Manager; Lindsey Koepke, 1868 Foundation, via Zoom; Whitney Witt, Box Office; Carla Warneke, Box Office & Volunteer; Berren Strobe, and Alan Kahle, guests.

Dawn 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 which included Regular Meeting Minutes of May 19, 2023.

Second by Tom Dinsdale.

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

Approval of April Financial Reports as presented by Joe Stump and Jaime Parr.

Motion made by Boyd Strobe to approve Financial Reports for May 2023.

Second by Steve Wehrbein.

Upon roll call vote, motion passed unanimously.

Board Committee Reports

Ag Committee report by Jeff Kliment

Jeff Kliment motioned to approve Rules & Regulations for Aksarben Stock Show. (State Fair version passed at last month's meeting.)

Second by Boyd Strobe.

Upon roll call vote, motion passed unanimously.

Events Committee report by Steve Wehrbein

- Acknowledged Board Participation Schedule, June 2023 version.
- No report until next month

Facilities Planning Committee report by Tom Schellpeper

- Facilities looking great. Thanked Tina & crew.
- Surplus auction netted NSF \$11,000+ for items no longer used.
- Windmills – Wooden tower and top base have deteriorated and are not currently safe. Kregel recommends removing all three wooden towers and replacing with metal towers as they become available.
- ARPA update – finalizing first project plans.
- Ask for financial participation to the City Council on June 20.

Finance Committee report by Boyd Strobe

- Went over financials in more detail.
- Flash sales have timing different from budget timing in 2023, we are behind budget, but plan to sync up before or by Fair time. Next FLASH in July with mobile app + August for carnival wristbands.
- Naming Rights
- GILCA MOU to be finalized soon.
- Saved money on shuttle buses.

4-H Committee report by Kathleen Lodi

- Prime time for Nebraska 4-H Program (State Fair preparation).
 - Premiere Animal Science event next week on campus (judging contests, skill-a-thon, quiz bowl).
 - Communications event
 - Big Red summer camps
 - Residential camps located at different sites across the state.
 - Youth in Washington DC learning about our nation's capital this week.
 - Many locally driven showing, fitting events
 - Livestock workshops
 - Also, special workshops for new, younger 4-H participants & their families.

FFA Committee report by Ryan Hassebrook

- Yesterday was deadline day for both 4-H and FFA livestock nominations.
 - Early look – participation consistent
 - Goal to have entry forms open by July 1 – 10.

Executive Committee report by Dawn Caldwell

- Board meeting dates (during 2023 Fair) set
 - Jaime distributing schedule.
 - Opening Day and Labor Day remain same.
 - Middle meeting to coincide with Vendor meeting.
 - Time will remain same (AM)
- Cancellation and rain insurance
- Lifetime Pass Program
 - Consider nominations.
- Interim review of Jaime Parr, informal discussion went well.
 - Full Board review in October

Staff Reports

Agriculture Report by Vaughn Sievers

- Competitive Exhibits, 4-H Static, FFA Static, and 4-H Dog Show
 - Kourtney hosted pre-Fair meeting with superintendents.
 - Also working on obtaining more art demonstrations for stages.
 - Goal to send out Best of County forms to County Fairs by July 1.
- Livestock & Equine

- Amy is working on VIP experiences in Livestock.
- Promoting Vet Talks in Birthing Pavilion.
- Goal to have entry books open by July 1.
- **Aksarben Stock Show**
 - New Interim Aksarben Stock Show Manager, Jacque Johnson
 - Goal to go through entry books with superintendents by today. Done.
 - Broiler orders are being taken now. Historically they come in last week.
 - DNA envelopes being sent out.
- **Ag Department**
 - Attended NALSRMA Convention in Austin TX May 22-25th.
 - Group of livestock managers that run large livestock shows & rodeos across US.
 - Discuss pro/cons/challenges.
 - Volunteering to help at PASE in Lincoln June 21st.
 - Ag Team signed up to do NAYI Career Fair in Lincoln
 - Continuing 1:1 with Ag Team, Amy, Kourtney, Tejlor, Abi and Tina along with meeting with Jaime once a week on NSF & AKSS items

Beverage Report by Rebecca Pfeifer

- Beer only lines in 3 major bars during peak hours to eliminate wait times.
- Adding more cold storage (semi-trailers) throughout grounds to reduce chilling times.
- Capital purchase of lockable, branded (NSF) beer tanks to use at concerts.
- In cooperation with Fonner Park, Barn Bar will have bar gun to reduce product cost and expedite service.
- In Beach Bar and behind Sheep Barn – bringing in Pepsi (full-size) coolers.
- Grand District yard gate area
 - Purchased permanent lawn chairs (branded NSF)
 - Festoon lighting around Party Pit area and Event Tent
 - Sponsors for koozies and cups locked in
 - Large quantity available this year
 - Working with beverage providers to take advantage of summer pricing.
 - Preordering
 - Best value
 - 2023 State Fair Beer – Exhibit 14
 - Brewed by Prairie Pride (local)
 - Shirts & collectible items to be sold at bars.
 - Beverage questionnaire (distributed at meeting)

Events Report by Karli Schulz (via Zoom)

- Have transitioned into execution phase.
- Registration opened (this past Wednesday) for Fairtastic Friday.
 - Partnership with State Treasurer's office
 - Provide sensory-friendly environment for all ages with physical or developmental disabilities.
 - Second Friday, from 10am – 2pm
 - Special activities
 - Resource Fair
 - Fun time, not overwhelming
 - Currently 21 registrants (since Wednesday) – many from Lincoln/Omaha.
 - Good social media press
- Largest Classroom – officially surpassed last years attendance by 817 students & teachers.
- Semi-finalist performances for Battle of the Bands starts tonight.
 - HEAR Grand Island – Mad Dog and the 2020's.
 - 8:00 pm
- Paint 'n Sip class – mural downstairs in Nebraska Building

- Muralist (Kip Davis) teaching canvas painting class on first Saturday of Fair
- All attendees will paint Fair-themed canvas.
- Receive free beverage.
- Ticketed event requires pre-registration.
- Open to first 15 registrants

Sponsorship & Hospitality Report by Shirley McCallum

- \$749,040 invoiced and committed.
- \$25,000 unearned income
- \$124,000 projected income through mid-July
- 20 +/- businesses still reviewing documents.
- Summer intern starting July 1 will help with execution.
- New sponsored assets
 - Kramer's Wrecker Service & Miller Tire – koozies
 - Pioneer Seeds – 93 County flags will display just east of Nebraska Building
- We Care for Kids – Early childhood education program, coordinated by Buffet Early Childhood Institute – sponsoring the Safe Kids ID Program. (Expansion of what we've done in past)
- Case – new sponsor for Pedal Pull Qualifier & Championship
- Still pursuing naming rights for Sheep Barn
- Aksarben sponsorships & scholarships (working with Ag Team)
- Monica made flyers for Aksarben Stock Show
- Event spaces – updates by Whitney
- 2024 planning has commenced.

Marketing Report by Monica Kleinschmidt

- Increased social media presence – specifically with 100-day (and closer) countdown posts.
- NSF sponsorship at Air Show on June 3
 - Public attendance strong, excellent exposure
- Updating signage throughout grounds
 - Large, lighted logo at entrance
- Mobile app to launch July 1.
- County Fair Tours begin this month.
- Gate book printing this month also.
- Jaime booked for Spotlight interviews with News Channel Nebraska – mid-July to mid-August
- Father's Day Flash sale today through this weekend
 - Dirt events
 - \$10 food voucher

Operations Report by Tina Thuernagle

- NSF participated in Grand Island Air Show on June 3
- Flowerpots planted thanks to volunteers & Monica & Haley (also June 3)
- Surplus auction complete – over ½ items already picked up.
- Eli Windmill up and running.
 - Personal thank you to Jeff & Sue Cook (landscaped under windmill)
- GILCA summer shows
- Brian has completed tie-out project.
- Billy has completed self-serve ticket kiosks.
- Meeting with other departments on set-up reports as needed.

Sales Report by Keaton Irwin

- **New Sales Manager will start July 5**
- **Community Outreach – June so far, 41 volunteer hours.**
 - **2022 – 461 hours of outreach**
 - **In first six months of 2023 – 330 hours of outreach (71%)**
- **New vendor email generates excitement & insight about other departments.**
 - **Volunteers**
 - **Ag dept**
- **New vendors**
 - **Shucker’s Roasted Corn**
 - **Quality Foods International**
 - **Pupuseria Los Hermanos**
 - **Turn ‘n Burn Trailer Sales**
 - **Select Sail and Sports**
 - **Pedego Electric Bikes**
 - **Norwex**
 - **R & H Entertainment (mechanical bull)**

1868 Foundation Report (Lindsey & Terry both absent)

- **Steve – reminder if you haven’t turned in your RSVP for Banquet next Thursday, please do so.**
- **Dawn – Lindsey hired new assistant, Ciara Danburg.**

Executive Director’s Report by Jaime Parr

- **Meeting weekly 1:1 with State Fair Directors.**
- **Weekly staff meetings with full team & some extended staff**
 - **Connect and prepare for next few months.**
 - **Cover financials, payables – transparency commitment**
- **Group meeting with department heads twice per month**
- **Fair planning & vision – Big pieces in place**
- **Stock Show**
 - **Entry books, rules and regs ready to be posted.**
 - **Identifying new prospects for scholarship & sponsorship support for AKSS.**
 - **Regular meetings**
 - **Opportunities to boost trade show portion of Stock Show**
- **Staff training sessions scheduled:**
 - **Suspicious behaviors – US Dept of Homeland Security (June 22)**
 - **First Aid & CPR**
 - **Customer Service – Table Talk exercises (in conjunction with Emergency Management)**
- **Best Practices & Procedures for Beverage Sales Team – Online**
 - **Also in-person training by liquor commission scheduled**
 - **Protect organization with walk-around liquor license.**
 - **Plain clothes patrols**
- **Sales Department**
- **Weather Insurance**
- **Will present to City Council on ARPA funding next Tuesday.**
- **Fonner Park**
 - **regular meetings**
 - **Big Red Roundup**
- **Community Outreach/connection**
 - **Grand Island Air Show**

Other Business – None

Motion to adjourn made by Boyd Strobe.

Seconded by Kevin Jorgensen.
All in favor. Motion passed.

Minutes of June 16, 2023
Nebraska State Fair Approved:
Date: July 14, 2023

By. 

Tom Schellpeper, Board Secretary