



NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday, November 10, 2023

The regular meeting of the Nebraska State Fair Board was held on Friday, November 10, 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 November 3rd & 4^h, 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; Kevin Jorgensen, via Zoom; Lanna Hubbard, via Zoom; Steve Wehrbein; Tom Dinsdale; Brett Lindstrom, via Zoom; Kathleen Lodi; Beth Smith. Absent: Ryan Hassebrook.

Others in attendance:

Jaime Parr, Executive Director; Tammy Baker, Business Administrator; Lindsey Koepke, 1868 Foundation, via Zoom; Joe Stump, AMGL; Ray Massie, Marketing Director; Shirley McCallum, Sponsorship & Hospitality Manager; Keaton Irwin, Sales Director; Karli Schulz, Events Director; Vaughn Sievers, Ag Director; Tina Thuernagle, Operations Director, via Zoom; Brian Rockey and Dennis Nelson, Nebraska Lottery, via Zoom.

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 Tom Dinsdale for Approval of Consent Agenda which included Regular Meeting Minutes of October 20, 2023.

Second by Bob Haag.

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

Dawn Caldwell announced adjustment of agenda to accommodate Lottery update.

Nebraska Lottery Update by Brian Rockey and Dennis Nelson

Financial Report by Joe Stump & Jaime Parr

Motion made by Steve Wehrbein to approve Financial Report for October 2023.

Second by Tom Dinsdale.

Upon roll call vote, motion approved.

Board Committee Reports

Agriculture by Jeff Kliment

- Scheduling and programming for Livestock Shows
- Possible modifications and rule changes that will better accommodate Operations department in turnover.
- Possible traffic (in and out) changes.
- Labor shortage and recruiting (cleaning barns, pen set-up, skilled equipment operators)

Events by Steve Wehrbein

- No report

Facilities by Tom Schellpeper

- Future projects (conversation with Chris Kotulak from Fonner Park)
- Capital purchases (all equipment has arrived)
- Dirt moving – starting on next year’s projects.

Finance by Boyd Stroe

- Joe and Jaime reviewed finances with committee (look great).
- Jaime provided spreadsheet regarding CDs (status of \$3 mil investments).
- Karli will discuss pricing levels of tickets.
- Finance Committee thanks Board for approval of 1.5 mil for concerts.
- Jaime will report on staff and Board members traveling to Salt Lake City.
- Overview of budget distributed.
- Thanked staff and Jaime for budget prep and planning.

4-H Committee Report – Kathleen Lodl

- Findings of 2023 survey
- 9-year-old exhibitors 2023
- Will allow 8-year-old exhibitors in 2024. Only static exhibitors already participating at 8.
- Considering ways to increase number of exhibits allowed.
- ShoWorks changes

FFA by Ryan Hasebrook

- No report – Ryan absent

Executive Committee by Dawn Caldwell

- Meeting with lobbyist next week regarding ARPA funding and any potential effects of upcoming legislation on Nebraska State Fair.

HR Committee – Beth Smith not in attendance

- Jaime’s one-year performance evaluation – will discuss results in December 2023.

Staff Department Reports

Sales by Keaton Irwin

- Sales department budget
- Booth cost research
- Updating EventPro with new, board-approved rates.
- Completing assessments
- Meeting with vendors and program partners to gather feedback from 2023 Fair.
- Held first Vendor Communication Committee meeting.
- Anticipating first Concessionaire Communication Committee meeting next week.
- Reviewing potential layout changes.
- Finalizing software.
- Sending out Returning Vendor Applications later this month.
- Goal to increase number of Ag partnerships.
- Community outreach – team has put in 90 hours (up 36% from 2022) since end of 2023 Fair.
- IAFE Convention in Salt Lake City
- NICA Marketplace in Las Vegas

Marketing by Ray Massie

- Placer AI
- Improved concert budget has caused significant changes in Marketing schedule.

- All Roads Lead to Fun campaign
- First 2024 sale will be Black Friday.
- Reviewing and considering new products for sponsorship.

Sponsorship by Shirley McCallum

- Combining NSF and Aksarben sponsorships into one agreement.
 - Streamlining paperwork.
 - Hoping to grow number of dual sponsors.
- Budget increases for 2024
- IAFE Convention
- American Royal and Arkansas State Fair
- Promoting Hospitality events
- Good feedback from public regarding 2023 Fair.
- New software to manage assets.

Events by Karli Schulz

- Ticketed Events – 2 concerts confirmed for 2024.
- Grounds entertainment
- Registration of events
- 2024 budget
- IAFE Convention
 - Will graduate from IFM
 - Zone 5 representative for Young Professionals program
- Planning Zone 5 Convention (Nebraska hosting in Lincoln)
- Indoor/Outdoor ticket pricing & timing

Agriculture by Jaime Parr for Vaughn Sievers

- Scheduling of Livestock Shows
- Superintendents' meetings
- Vehicle/foot traffic safety for Shows
- Budget
- Sharing photos of ideas from other events

Operations by Tina Thuernagle (via Zoom)

- Received Bobcat Telehandler
- Department meetings (efficiency, layouts, schedules, guest experience for 2024 Fair)
- Capital purchase requests and organization.

1868 Foundation – Lindsey Koepke

- Financial review
- Budget review for 2024
 - Grant funding
 - Legacy program
 - Souvenir sales & merchandise
 - Sponsors
 - Blue Ribbon Rollout
 - Youth Livestock Premiums
 - Truck Raffle
 - Volunteer Coordination
 - Miscellaneous State Fair Improvements
- End of Year Giving campaign (new & renewals)
- Fundraising mechanisms (local and state levels)

Executive Director's Report by Jaime Parr

- Regular meetings
- Fair planning & visualizing
 - Concerts
 - Competitive Exhibits
 - Livestock
 - Marketing
 - Operations
 - Beverage department
- Aksarben Stock Show wrapping up.
- Staff assessments completed.
- 2024 budget planning (summary distributed)
 - Consideration to vote at December meeting.
 - Revenues and expenses increasing.
- Will formulate first draft for Capital Purchase Requests for December meeting.
- RFPs – researching.
- Fonner Park & GILCA negotiations
- ARPA – Phase 1 underway.
- Casino groundbreaking ceremony (last week)
- IAFE Annual Convention
- Thanked staff team for budget collaboration.

Other Business

- 2024 Board meeting schedule
- December 2023 meeting – 2024 planning
- Karli & Vaughn graduate IFM.
- January 19 meeting in Kearney.
 - Bob & Steve retirement after 9 years serving on Board.
- February 16 – Annual Board meeting in Lincoln.
- South Central Corvette Club (Tom Dinsdale)
 - Would like to participate in 2024 parade.
 - Would like to ask Kearney Corvette Club to join.

Next meeting: December 15, 2023 at 8:30 am.

Motion to adjourn made by Boyd Strope.

Seconded by Tom Dinsdale.
All in favor. Motion passed.

Minutes of November 10, 2023

Nebraska State Fair Approved:

Date: December 15, 2023

By: _____

Tom Schellpeper, Board Secretary