



## **NEBRASKA STATE FAIR BOARD**

Nebraska State Fair\*501 E Fonner Park Rd, Ste 200\*PO Box 1387\*Grand Island, NE\*68803-1387\*308-382-1620

### **MEETING MINUTES July 13, 2018 – 10:00 a.m.**

A regular monthly meeting of the Nebraska State Fair Board was held on Friday, July 13, 2018, at 10:00 a.m. Public notice of this meeting was published in the July 1 & 2, 2018, issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website from July 1, 2018 – July 13, 2018.

Roll call was read with the following members present: Stan Brodine; Bob Haag; Harry Hoch, Treasurer; Chris Kircher, President; Jeff Kliment; Beth Smith; Doug Lukassen; Chuck Rolf, Secretary; Kirk Shane, Vice President; Steve Wehrbein and Kent Zeller. Others in attendance were: Lori Cox, Executive Director; Laura Hurley, Executive Assistant; Bill Angell, Director of Livestock Division; Kelly O'Brien, Livestock/Domestics Manager; Greg Harder, Aksarben Stock Show Director; Chelsey Jungck, Chief of Events & Entertainment ; Jamie Parr, Director of Sales; Patrick Kopke, Chief of Finance & Administration; Jace Robinson, Marketing Director; Scott Yound, Director of Operations; Lindsey Koepke, 1868 Foundation Executive Director; Gretchen Kirchmann, Strategic Development Aksarben Stock Show; and Robert Pore, the Independent.

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 June 8, 2018**

There being no corrections:

**Motion made by Lukassen to approve the minutes of June 8, 2018 as printed.  
Haag seconded the motion. Upon voice vote, motion passed unanimously.**

#### **Executive Director's Report**

Cox invited Greg Harder, Aksarben Stock Show Director, to introduce Gretchen Kirchmann, Strategic Development.

Cox posed a suggestion not to have an August board meeting due to tight scheduling for all. The August Board meeting was cancelled due to the lack of Board participation and insufficient quorum.

Parr invited Board members to attend special Fair events. Jungck invited all Board members to attend Opening Ceremonies at 9am, August 24<sup>th</sup>, and shared that two or three advance team members from Up With People will be arriving this week. They will use our offices as home base while they promote and perform before Fair time.

The Sales division is excited about the Party Pit, combining Swine Park and Bristol Stage; also Central Community College is a new partner with the Sustainability Pavilion.

Irvine is handling production and distribution of tickets and passes. Ticket needs should be turned in to Hurley ASAP. Four Meet and Greets will be distributed daily for each concert, to be decided amongst yourselves.

Cox handed out a concert list of the past several years of nearby venues. The list contains high end and low end acts, but not much in the middle. This is something we can capitalize on.

Robinson talked about our marketing strategy. We are saturating the Omaha/Lincoln market with radio, digital, and billboard.

Angell said Livestock Division is accepting online entries now, and the stock dog trials are about full. GILCA just successfully finished three events. Yound and his crew were instrumental in all shows running smoothly.

Cox reported on new sponsors coming on board. Syngenta is forming a strong activation. Farm Bureau is our first dual sponsor, investing in our Fair and Aksarben.

### **June Financial Report**

Kopke reported total current assets of \$4,075,448; total current liabilities \$1,029,418; total current operating revenues \$869,931; total current operating expenses \$1,427,175.

**Motion made by Rolf to approve the July Financial Report.**

**Hoch seconded the motion. Upon voice vote, motion passed unanimously.**

### **150 Birthday Party**

Cox remarked on a change of direction and to develop this project in-house using Jungck as the lead working closely with Wehrbein. Kircher asked if it was to be just a Fair time project. Cox said the intention is to start the process immediately following the Fair this year.

### **Committee Reports**

- a. Facility Planning  
Rolf – nothing to report

- b. Finance

Kopke noted that savings in expenses were \$400,000, with \$6700 being saved in rentals. The installation of over 90 security cameras begins immediately after the Hall County Fair, and the new server was installed. Transition from the old server to the new one has begun.

Hoch complimented Kopke for his negotiations to cut labor costs with Computer Concepts.

- c. Public Affairs and Outreach  
Lukassen – nothing to report

- d. Livestock  
Shane – nothing to report

- e. Events

Wehrbein reported plans to celebrate the 3 millionth visitor this Fair. They are adding items to the historical kiosk. Opening Ceremony planning is coming along and they have grand marshalls

for all nine parades. They hope to have signage inviting Fairgoers as they leave to come back next year for the 150 Birthday Party. Jungck added that they have a lot they can spin to find ways to celebrate the birthday.

- f. Executive  
Kircher- nothing to report

**Future Nebraska State Fair Board Meeting Dates, Locations and Other Events**

August 11 – 1868 Foundation – Blue Ribbon Roll Out – Heartland Event Center  
August 24 thru September 3 – 149<sup>th</sup> Nebraska State Fair  
October 12 – Board Meeting, Nebraska State Fair Board Room  
November 9 – Board Meeting Nebraska State Fair Board Room  
December 7 – Board Meeting, Nebraska State Fair Board Room

**1868 Foundation Update**

Koepke reminded all to attend the Blue Ribbon Rollout. It is their major fundraiser. Work is being done to develop a Foundation Scholarship program with the 1868 Foundation as the bank and the Fair would be the administrator. Koepke said that many donors would be interested in donating toward scholarships instead of a building. They have ideas to link the scholarship program with the birthday celebration.

**Other Business**

Cox asked everyone to try the Pepsi jackets for size for orders. Harder gave a personal invite to attend the Aksarben Stock Show in September. Hurley called for anyone who might need rooms.

**Adjourn**

**Motion made by Shane to adjourn.**

**Haag seconded the motion. Upon voice vote, motion passed unanimously.**

**Time adjourned: 11:20 a.m.**