



NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday, March 15, 2024

The regular meeting of the Nebraska State Fair Board was held on Friday, March 15, 2024, at 1:30 pm at the State Fair Administrative Office in Grand Island, NE. Public notice of this meeting was published in the Grand Island Independent newspaper on March 8 & 9, 2024; 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: Jeff Kliment, Chair; Boyd Strobe, Vice Chair; Tom Schellpeper, Secretary; Dawn Caldwell; Kevin Jorgensen; Tom Dinsdale, via Zoom; Brett Lindstrom, via Zoom; Beth Smith; Ryan Hassebrook, via Zoom; Kathleen Lodl, via Zoom; Alan Kahle; and John McKeever. Absent: Lanna Hubbard, Treasurer.

Others in attendance:

Jaime Parr, Executive Director; Tammy Baker, Business Administrator; Joe Stump, AMGL; Terry Galloway, Lindsey Koepke, and Kelli Jo Henrichs, 1868 Foundation; Karli Schulz, Events Director; Keaton Irwin, Director of Sales; Tina Thuernagle, Operations Director; Haley Roush, Box Office Manager & Volunteer Coordinator; and Jack Sheard, Idea Bank.

Jeff Kliment 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 Boyd Strobe for Approval of Consent Agenda, which included Regular Meeting Minutes of February 16, 2024.

Second by Dawn Caldwell.

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

Financial Report by Joe Stump & Jaime Parr

Motion made by Boyd Strobe to approve Financial Report for February 2024.

Second by Tom Dinsdale.

Upon roll call vote, motion approved.

Audit presented by Chris Lindner, Forvis

Motion made by Beth Smith to approve audit report as presented by Chris Lindner, Forvis.

Second by Dawn Caldwell.

Roll call vote. Approved.

Board Committee Reports

Events by Brett Lindstrom

- Events committee did not meet. No report.

Facilities by Tom Schellpeper

- Capital purchases

Tom Schellpeper moved to approve the updated Master Plan, prioritizing construction of buildings 1, 3, 2 & 4 (in that order).

Second by Dawn Caldwell.

Roll call vote. Motion unanimously approved.

Ag Committee Report by Dawn Caldwell

- Ag Team traveling at stock show in Houston.
- Report next month.

Finance Committee Report by Boyd Strobe for Lanna Hubbard

- Joe & Jaime went over financials in greater detail.
- Additional funds for CD investments

Boyd Strobe moved to add Jeff Kliment and Lanna Hubbard as authorized signatories and remove Dawn Caldwell and Bob Haag from signatory authority at 5 Points Bank.

Second by Dawn Caldwell.

Roll call vote. Motion carried.

- Concert sales doing very well overall
- Reviewed Master Plan update with 1868 Foundation
- Cindy Johnson presented about Good Life District
- Consideration of Ad Hoc Committee declined to Exec Board as most are on that board anyway, and don't want to have too many committees.

FFA Committee Report by Ryan Hassebrook

- Nothing to report.
- Jaime offered that State Fair will be represented at State Conference in Lincoln.

4-H Committee Report – Kathleen Lodl

- About 500 students on campus today – all things science, engineering, and technology
- Continuing to clarify rules and responsibilities
- Looking at quotas to make sure we have enough space at 2024 Fair.

Executive Committee by Dawn Caldwell

- Did not meet. No report.

HR Committee – Beth Smith

- Did not meet. No report

Staff Department Reports

Events by Karli Schulz

- Zone 5 Conference (February) successful
- Ticketed Events
 - Will announce last in Nebraska Lottery Concert Series on Tuesday.
 - Dirt and motorsports events will be announced on April 2.
 - Selling tickets daily, Casting Crowns with Ann Wilson and Gatlin Brothers with Ann Wilson, best sellers.
- Meet frequently with Sure Sound to work on capital upgrades.
- Brought on intern in Events department – will start beginning of April.
- Scheduling stages
- Performance applications (local and regional groups)
 - 26 marching bands confirmed.

- 74 homeschools, public, and private schools (just under 3,000 students) for Nebraska's Largest Classroom.
- 20 County Fairs registered for County Fair Day.
- Save the Dates have been sent out for the Board Reunion and Farm Family Reception.
- Continuing to plan for new and unique events for 2024 Fair.

Operations by Tina Thuernagle

- Hosting Hall County Art Show early April thru early May downstairs in foyer (former "Sand Room").
- Capital Purchase list
- Wash racks cleared and barns ready for cleaning.
- Departmental needs and layouts

Agriculture by Vaughn Sievers

- Ag Team at Houston Stock Show. No report.

Sales by Keaton Irwin

- Space fulfillment – 100% full indoors and outdoors
- Vendor payments
- New & Unique Food Contest (revamping promotion)
- Campground Decorating Contest
- First camper contest/flag
- Lunch Bunch Pass
- Bobbie's Bargain Book
- Returning vendor applications for Aksarben Stock Show
- Beyond the Show Ring
- Antique Tractor meetings
- Hosting Spring Committee Meeting
- Heartland United Way & Lexington Regional Health Center Banquets (State Fair Cares recipients)

Marketing & Sponsorship by Jack Sheard (Idea Bank Agency)

- Acting as support for Marketing Department for NSF and AKSS (creating systems)
- Sponsor Cx (invoicing system)
- Financial sponsorship updates
- Bundling sponsorship (State Fair and Aksarben Stock Show)
- Advertising for Nebraska Lottery Concert Series
- Marketing Plan (radio, billboard, streaming, tv, digital, social media) according to 2024 theme.

1868 Foundation – by Lindsey Koepke

- Lindsey introduced Communications Specialist for Foundation, Kelli Jo Henrichs.
- Kelli Jo spoke – onboarding, donor portal, processes & procedures, social & digital media.
- Capital Project list – recycling grant.

Executive Director's Report by Jaime Parr

- Meeting regularly with Directors 1:1 weekly.
- Group meetings with all staff weekly.
 - Payables, balance sheet, opportunities for questions & comments
 - Share info with finance committee as well.
- Zone 5 Conference last month
- Audit completed.
- ARPA construction update
- Fonner meetings regarding capital projects
- Idea Bank partnership with State Fair

- 1868 Board and funding meetings
- Visitors from Iowa State Fair
- Hall County Art Show/Volunteers & Operations department
- Statehood Day (March 1)
- Storm Spotter Training (Emergency Management/CERT)
- District 4 meeting March 10 (last Sunday)
- Four District meetings on April 7
- General liability insurance, license application
- Internship programs
- Introduced Haley Roush, Volunteer Coordinator and Box Office Manager.
- Haley spoke about Volunteer Appreciation Banquet (April 25, 2024).
- County Fair Tours
- Community and Business Award nominations upcoming

Other Business

- None

Boyd Strope moved to adjourn.

Tom Dinsdale seconded.

All in favor. Motion passed.


Meeting adjourned.

Minutes of March 15, 2024

Nebraska State Fair Approved:

Date: April 19, 2024

By: _____


Tom Schellpeper, Board Secretary