



NEBRASKA STATE FAIR BOARD
Meeting Minutes
Friday, June 21, 2024

The regular meeting of the Nebraska State Fair Board was held on Friday, June 21, 2024, at 1:00 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 June 14 & 15, 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; Lanna Hubbard, Treasurer; Tom Schellpeper, Secretary; Dawn Caldwell; Tom Dinsdale; Kevin Jorgensen; Alan Kahle; John McKeever, and Beth Smith. Absent: Ryan Hassebrook, Brett Lindstrom, and Kathleen Lodl.

Others in attendance:

Jaime Parr, Executive Director; Eileen Dawes, Office Administrator; Karli Schulz, Entertainment & Events Director; Tina Thuernagle, Operations Director; Vaughn Sievers, Ag Director; Keaton Irwin, Sales Director; Courtney Glock, Marketing Director; Nicki Stoltenberg, Sponsorship Director; Terry Galloway, 1868 Foundation; Lindsey Koepke, 1868 Foundation, via Zoom; and Carla Warneke, Box Office teller and volunteer.

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 May 17, 2024.

Second by Dawn Caldwell.

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

Financial Report by Jaime Parr

Motion made by Tom Dinsdale to approve Financial Report for May 17, 2024.

Second by Boyd Strobe.

Upon roll call vote, motion approved.

Board Committee Reports

Events

- Did meet, Karli will report.

Facilities by Tom Schellpeper

- Sprinklers not located before concrete poured.
- Capital Purchases
- Jaime will update on ARPA.
- Cindy Johnson gave report on Good Life District.

Ag Committee Report by Dawn Caldwell

- Staff efficient and thorough.
- Vaughn will update on Ag department activity.

Finance Committee Report by Lanna Hubbard

- New federal employee law
- Haas Insurance increase 12%
- Heavy media presence to start in July
- Good Life District Update

FFA Committee

- No report

4-H Committee

- No report

Executive Committee by Jeff Kliment

- Committee meetings update
- Good Life District

HR Committee – Beth Smith

- No report

Staff Department Reports

Events by Karli Schulz

- Cancellation of Ramon Ayala, announcement of new show
- Concert sales update
- VIP area – still going to test public VIP tickets with Los Hurricanes.
- Nebraska's Largest Classroom
- 20 County Fairs registered for County Fair Day.
- New intern – Collin Jepson
- Grand Marshal lineup
- Marathon
- New & unique events
 - US Air Force Heartland of America band (Raptor – pop rock band)
 - Grand Island Police Department Honor Guard presenting colors at Opening Ceremonies
- Veterans Program
- Fiesta Latina
- Finalizing details for grounds entertainment.
- 2025 planning

Operations by Tina Thuernagle

- GILCA: Setting up for first of three events (Hereford Junior Nationals July 5 – 13)
- On track to complete all Ag department requests by July 1.
- 2nd self-serve kiosk for Gates should be completed by Monday, June 24.
- Painting fencing
- Capital purchase list – ½ complete.
- Some seasonal staff hired.

Agriculture by Vaughn Sievers

- Competitive Exhibits
 - Kourtney on leave – prepared department well.
 - Jaime, Deb, and Karen presented at Walnut Middle School for Education department.
 - DNA program adjustment – no extra help this year.
 - ShoWorks entries will open July 1.

- National Anthem contest for youth
- **Equine**
 - Special rodeo for kids – new this year
 - Adding Iron Man competition (team roping, calf roping and steer wrestling)
- **Livestock**
 - High School Rodeo moving to south side of R barn
 - Tractor Pull will be set up on north side
 - Avian Influenza H5N1
- Attended Sarpy County Jackpot last weekend.
- Attended Nebraska Angus Show last month.
- Jacque, Amy, Vaughn attended PASE yesterday and Quiz Bowl.
- Will attend National Junior Chi Maine Show in Springfield, MO June 26-27.

Sales by Keaton Irwin

- Sales Department – middle ground (able to interact with all departments and vendors)
- Outdoor marketplace layout complete (no room to add more)
- Entertainment being brought in makes it easy to sell space.
- State Fair Cares applications wrapped up.
- Bobby's Bargain Book sent to printer.
- Sit 'N Stitch posted on social media.
- Finalizing layout for Aksarben Stock Show.
- Spring Road Cleanup
- Jenny in constant contact with vendors. 96% of agreements returned.
- July will be very busy.

Marketing by Courtney Glock

- Jaime gave brief introduction.
- Working closely with each department to understand needs for Fair and Aksarben.
- Abbigail Marshall, summer intern (social media)
- Monica (marketing) helping with Sponsorship transition.
- Promotions – Jumping Pillow, Bobby's Bargain Book, Lunch Bunch
- Flash Sale for carnival rides (wristbands)
- Updating signage
- Increasing advertising investment as we get closer to opening day.
 - Concert push in July & August
 - Radio commercial announcing entire concert lineup
 - 5 billboards currently, 9 by next week, 23 by July 1 across Nebraska
 - Social media promotion – please share.

Sponsorship by Nichole (Nicki) Stoltenberg

- Jaime gave brief introduction.
- Limited time in office – using time strategically
- Working with Jaime and Monica on punch list (prioritizing)

1868 Foundation – by Terry Galloway

- Blue Ribbon Rollout, Friday night event
 - Tent will be bigger, more room, more people
- VIP in loft Sunday 4:00 pm
- Tuesday Little River Band reception 1868 Foundation co-hosting
- Corn Dogs and Cocktails Wednesday night at 6:00
- QR code
- Good Life District

- Master Plan
- ARPA

Lindsay Koepke

- Truck raffle – statewide promotion
- Board Participation events

Executive Director's Report by Jaime Parr

- Meeting 1:1 with staff, directors, group, and full staff (sharing financials).
- NALSARMA (National Association for Livestock Shows and Rodeo Managers)
- Onboarding new team members
- Layouts for ticketed events in US Foods Arena, TD Landing (new name for outdoor concert venue), Motorsports track.
- Carnival – Wade Shows tour/meeting
 - This is last year of our existing agreement
 - RFP's will need to go out
- Ramon Ayala cancelled. Los Hurricanes replacement.
 - Karli prepared to turnover within a few weeks' time, making transfer of tickets possible.
 - Continuing to sell VIP experience.
- Meeting with Holiday Travel regarding shuttle bus locations & schedule
 - Sam's Club
 - Central Community College
- Capital improvements
 - The stage at sheep barn
 - Livestock Chute & Scales
 - Misting Fans
 - Tables, flower pots, recycle bins
 - Jumping Pillow
 - Barn intensive cleaning
 - Some new computers
 - ACP video wall
 - Microphones across grounds
 - Closed-circuit tv upgrades
 - Electronic kiosks
 - Signage updates
 - Beverage tanker and VIP bars
 - ACP floor resurfacing
- Fall 2024 – projects to complete before 2025 Fair
 - Campground power
 - Foyer display
 - Foyer entryway to sand room
 - County quilt display
 - Grounds-wide PA system
- Aksarben Stock Show
 - Beyond the Show Ring
 - Challenge program
- Four vehicles returned to Anderson Ford, four new vehicles received from Tom Dinsdale Automotive
 - Wraps start today and continue for next three weeks
- County Fair Tours
- ARPA updates
 - West ditch project
 - Plans for electric (marketplace)
 - ARPA 2 can go out to bid in July or August

- **Good Life District/Master Plan**
 - **Community vote (mail – August 13 deadline)**
- **GILCA business model & operations**
- **Attended EDC Annual meeting**
- **Attended a few City Council meetings**
- **Walnut Middle School presentation**
- **Unattended Children Virtual seminar**
- **Fuller staff meeting**
- **Full CPR training for some and hands only CPR training for others**
- **Thank You:**
 - **1868 Foundation and Cindy Johnson**
 - **Jack from Idea Bank bridge for Directorship to Marketing and Sponsorship**
 - **Full staff team**
 - **Fair Board**

Boyd Strobe moved to adjourn.

Second by Tom Dinsdale.

All in favor. Meeting adjourned.

Minutes of June 21, 2024

Nebraska State Fair Approved:

Date: July 19, 2024

By: _____
Tom Schellpeper, Board Secretary