



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 April 8, 2016 – 1:00 p.m.

A regular monthly meeting of the Nebraska State Fair Board was held on Friday, April 8, 2016, at 1:00 p.m. Public notice of this meeting was published in the March 28 & 29, 2016 issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website from March 24 – April 8, 2016.

Roll call was read with the following members present: Mark Fahleson-joined via conference phone at 1:05 p.m.; Bob Haag; Harry Hoch; Chris Kircher, President; Jeff Kliment; Kathleen Lodi; Doug Lukassen; Lowell Minert, Treasurer; Chuck Rolf, Vice President; Marvin Rousey, Secretary; Kirk Shane; Steve Wehrbein and Kent Zeller-joined via conference phone at 1:16 p.m. Others in attendance were: Joseph McDermott, Executive Director; Kelly O'Brien, Administrative Assistant; Bill Angell-joined via conference phone at 1:15 p.m.; Sandy Spiehs, Livestock Assistant; Shaun Schleif, Marketing & Sponsorship Director; Chelsey Jungck, Events & Entertainment Director; Kelsey Brozek, Events & Entertainment Assistant; Jaime Parr, Facility Director; Scott Yound, Maintenance Director; Jason Fry, Maintenance Assistant; Lindsey Koepke, 1868 Foundation Executive Director; Steve White, NTV; Robert Pore, the Independent; Paul Vachal, Nanonation; Payton Merritt, Miss Nebraska State Fair and Tosha Skinner, Miss Heartland.

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.

Kircher introduced Harry Hoch whom is the newly appointed board member to represent Grand Island.

Kircher asked Jungck to introduce her guests.

Jungck introduced Payton Merritt, Miss Nebraska State Fair and Tosha Skinner, Miss Heartland. Payton's platform is: Exercise Your Right to Vote. Tosha's platform is: Redefining the new "ideal". Chelsey said both ladies will be competing in the Miss Nebraska Pageant. Jungck asked the ladies to share a little about themselves and their platforms.

Minutes of March 11, 2016

There being no corrections:

**Motion made by Rolf to approve the minutes of March 11, 2016 as printed.
Rousey seconded the motion. Upon voice vote, motion passed unanimously.**

March Financial Report

McDermott reported total current assets of \$3,365,273; payables at \$49,446; total direct revenue at \$296,608 and direct expenses \$368,427.

Motion made by Rousey to approve the March Financial Report.

Minert seconded the motion. Upon voice vote, motion passed unanimously.

Executive Director's Report

McDermott reminded board members about the Volunteer Milestone Recognition Banquet on April 12. McDermott asked that they RSVP to O'Brien if they have not yet.

McDermott reported staff and himself are currently attending and presenting at the Spring NAFM District meetings.

McDermott reported that Yound and himself recently attended the Tools of the Trade Seminar in Buffalo, NY. McDermott asked Yound to talk a little on the seminar. Yound shared they were able to talk to a lot of people that have been in the Fair industry a long time and found they have the some of the same issues we have. Some are bigger issues due to the size of their fairs. Yound ended by saying there was a lot of good networking and overall was a good seminar.

Raising Nebraska Update

Lodl presented "What's New for 2016?"

Soils Exhibit & Experiences

- Grant from Nebraska Environmental Trust
- Walk-through experience
- Top-notch advisory team
- Soil health, soil profiles, hands-on experiences
- Additional soils content may be included in other exhibits
 - Walkable map
 - Video kiosks
 - Grain Bin Theatre
 - Flip books

Competitive Quiz Game

- Up to four players
- Race against time for points
- Two games for 2016
 - GMO's & Biotechnology
 - Agricultural Careers
 - Ability to add games in the future
- Funding provided by Nebraska Corn Board and Constellation

Additional Updates, etc.

- Overall exhibit maintenance and updates
- Possible revision of dining table experience
- Repurpose large map wall video monitors
- Add clings/graphics to doors & windows
- Add captioning on videos
- Continues expansion/improvement to outdoor space
- Update on Cargill reading rail area

What about livestock?

- Significant additions in 2015:
 - Beef production diorama
 - Milking machine & video
 - Beef/pork coolers & videos
 - Egg/dairy coolers & videos
 - Pork feeding exhibit
- Some work on egg exhibit to qualify for funding from American Egg Board
- Livestock experience expansion will be focus for 2017

Nebraska Passport Program

- Accepted as part of this Nebraska Tourism initiative
- One of 80 Nebraska locations; two in GI
- May 1 – Sept 31 timeframe
- Summer hours at RN:
 - M-F 9-4 and Saturdays 10-2
- Support from GI CVB
- Volunteer assisting with passport stamps during 2016 Nebraska State Fair
- Will attract statewide audience; broaden reach & awareness

Numbers Continue to Rise

- Over 2,000 interactions first quarter
- Outreach: GI Chamber Day teaching session with 840 students and 85 adults
- 350+ youth & adults in direct in-house programming including field trips, Science Saturday & targeted programming
- Increased interest statewide

What's ahead

- Summer programs
- Nebraska Mystery Foods program June 3 for youth aged 10-18
- Spring school field trips
- Fall 2016 and Spring 2017 reservations also coming in

Raising Nebraska: Outdoors

- Planting beginning mid-May
- Community Days throughout summer
- Master Gardener training in June
- Growing onsite programming

- Water sensors, food safety, biofuels/switchgrass

Discussion on Wayfinding Signs/Kiosks – Nanonation

Kircher mentioned recently a group consisting of some board members and some staff met with Nanonation regarding their Wayfinding Signs and Kiosks. Kircher reminded board members that we looked at this product approximately two years ago and decided against purchasing it while at the same time frame the board made the decision to be the most technologically advanced fair in the nation. Kircher introduced Paul Vachal, Senior Sales Manager from Nanonation who is here today to give a presentation on Wayfinding Signs/Kiosks.

Vachal presented the following areas:

The Four Keys

- Start with the Customer
- Tie it to your Business
- Understand the Environment
- Select the Technology

Project Overview – (features that will be on each kiosk)

- Interactive Map
- Word Search
- Food Finder
- Concert/ Entertainment Info
- Calendar of Events
- Promotions / Ads
- Photo Booth – Email

Benefits

- Manage, Monitor and Measure
- Sponsorship / Ad Revenue
- Educate Fairgoers
- Enhance Fairgoers Visit
- Differentiate Nebraska State Fair

Wayfinding Pricing Components

- License / Support
- Number of Units
- Hardware (outdoor v. indoor)
- Design and Development
- Quality Assurance / Testing
- Project Management

Wayfinding Pricing Options

- **Option 1 - \$327K**
 - 10 Outdoor units
 - 4 Indoor units
 - Outdoor and Indoor Mapping

- **Option 2 = \$253K**
 - 6 Outdoor units
 - 3 Indoor units
 - Outdoor and Indoor Mapping

- **Option 3 = \$207K**
 - 6 Outdoor units
 - 3 Indoor units
 - Outdoor Mapping Only

Discussion was had.

McDermott recommends if they approve the Wayfinding Kiosks that they go with Option 3.

Motion made by Kliment to approve the purchase of Option 3 - \$207K which will consist of 6 Outdoor units, 3 Indoor units and Outdoor Mapping Only. Wehrbein seconded the Motion. Per roll call vote, motion passed by 10-Yes and 0-No.

Livestock Rules & Regulations

The Livestock Committee has been working to clarify the rules and regulations to provide for a better understanding for all exhibitors.

Motion made by Shane to approve the Livestock Rules & Regulation updates as presented. Minert second the motion. Upon voice vote, motion passed unanimously.

Employee Retirement Plan – Restatement

McDermott reported this item is coming to him via the attorneys. It is strictly a house keeping item. The restatement has to be done by April 30. There are no changes in terms or specifics in the plan. We have to go through and clean it up every six years. McDermott is asking the boards permission to sign the restatement.

Motion made by Rolf to approve McDermott to sign the Retirement Plan Restatement as provided by the attorney. Fahleson seconded the motion. Upon voice vote, motion passed unanimously.

Committee Reports

a. Facility Planning

Rolf - everything should be done on the Outdoor Arena next week except the crow's nest. The Crow's nest will be in place by May 9.

b. Finance

Rousey - auditors will be here the end of April. Nothing else to report.

c. Public Affairs and Outreach

Fahleson – the Public Affairs and Outreach committee is meeting after the Board meeting today. Nothing to report at this time.

d. Livestock Committee

Shane – there has been a High School Rodeo Association meeting. Several things were discussed and straightened out. We should have an outstanding High School rodeo this year.

e. Events

Wehrbein – the Events committee met this morning and discussed Grand Marshall's, Parades, Marching bands, Opening Ceremony, Board Social Luncheons the 2 millionth visitor that will happen in 2016.

Wehrbein mentioned Paul Vachal from Nanonation joined the committee meeting this morning and gave a presentation of how we could do a digital display of our historical items.

Lodl shared she is looking for a parade handler and parade driver as well as a Marching band driver. Lodl handed out responsibilities for both Parade and Marching Band drivers. Lodl is asking that they sign up prior to August 1.

f. Executive

Kircher – the Executive committee met this morning and discussed how the fair continues to grow each year. Guests love the new things every year. With that, there is more and more work each year. This puts a lot of pressure on Joseph and his team. Staff has done a great job. We now have reached a critical point. Staff is at point where they need to increase staff or cut back on the activities provided. Right now is an opportunity to increase staff. Kircher is sharing this with the full board for their approval.

McDermott shared staff would agree the fair and activities have grown beyond what this staff can support and we don't want to lose momentum. Parr has an assistant that they discussed making full time. McDermott continued, every year Jungck brings in three seasonal interns. The request would be to turn one of those positions into a permanent full time position.

McDermott closed by saying, if we want to continue to have the high quality fair that we do, we need to supplement the staff in these two positions.

Rolf added they also talked about the increased activity of the Fair and off-season events, the Maintenance staff is understaffed and he would like to look at that at the next meeting.

**Motion made by Rousey to approve adding \$30K to the budget in the way of Administrative wages and insurance benefits.
Kliment seconded the motion. Upon voice vote, motion passed unanimously.**

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

- a. April 12 - Volunteer Milestone Recognition Banquet, Raising Nebraska
- b. May 12 – NSF 1868 Foundation Annual Meeting of the Trustees, Riverside Golf Club
- c. May 13 – Board meeting, Nebraska State Fair Board room
- d. June 3 – Board meeting, NE Innovation Campus, Lincoln/Cattlemen’s Ball
- e. July 8 – Board meeting, The Leadership Center, Aurora
- f. August 13 – Blue Ribbon Roll Out, Heartland Event Center
- g. August 26 thru September 5 – Nebraska State Fair
- h. October 14 – Board meeting, Nebraska State Fair Board room
- i. November 11 – Board meeting, Nebraska State Fair Board room
- j. December 8 – Board & Staff Christmas Dinner, Riverside Golf Club
- k. December 9 – Board meeting, Nebraska State Fair Board room

Foundation update

Koepke asked that we add to our Future dates the dedication of the newly renovated Outdoor Arena which will be on May 19th. Koepke reported the Foundation is still fundraising for the renovation of the Outdoor Arena. The Foundation is suggesting they would like to name the outdoor arena, “1868 Foundation Open Air Equine Arena” until at such time an actual naming right is obtained. Koepke mentioned May 3 is Go Big Give. It is a 24 hour online giving event. Koepke is hoping to receive \$35K.

Invitations to the 1868 Annual Trustee dinner on May 12 have been sent out. Everyone should receive an invitation.

Koepke reminded Board members that Blue Ribbon Roll Out is August 13. She is looking for auction items, but would like them to be “Fair” related.

Other Business

Rolf suggested moving the food tables over to the south wall and putting the guest chairs along the north wall so they can better see the presentations on the t.v. screen.

Adjourn

**Motion made by Rousey to adjourn.
Haag seconded the motion. Upon voice vote, motion passed unanimously.**

Time adjourned: 3:15 p.m.