



NEBRASKA STATE FAIR BOARD

Nebraska State Fair * PO Box 1387 * Grand Island, NE * 68802-1387 * 308-382-1620

MEETING MINUTES

May 12, 2017 – 1:00 p.m.

Board room in the Nebraska Building located at Fonner Park, Grand Island NE

A regular monthly meeting of the Nebraska State Fair Board was held on Friday, May 12, 2017, at 1:00 p.m. Public notice of this meeting was published in the May 1 & 2, 2017 issues of the Grand Island Independent newspaper and posted to the Nebraska Public meeting calendar website from April 27 – May 12, 2017.

Roll call was read with the following members present: Stan Brodine; Bob Haag; Harry Hoch, Treasurer; Chris Kircher, Chairperson; Jeff Kliment; Kathleen Lodl; Doug Lukassen; Chuck Rolf, Secretary; Kirk Shane, Vice Chairperson; Beth Smith; Steve Wehrbein and Kent Zeller. Others in attendance were: Joseph McDermott, Executive Director; Kelly O'Brien, Administrative Assistant; Bill Angell, Livestock Superintendent; Shaun Schleif, Marketing & Sponsorship Director; Jace Robinson, Marketing Assistant; Selena Aguilar, Entertainment Assistant; Kayla Crowder, Events Assistant; Gabby Christensen, Events Assistant; Jaime Parr, Facility Director; Janna Kuklis, Facility Assistant; Scott Yound, Maintenance Director; Jason Fry, Maintenance Assistant; Lindsey Koepke, 1868 Foundation Executive Director; Robert Pore, the Independent; Jason Olberdig, Owner of J-Tech Solar; Allison Tietjen, Miss Heartland; Jeni Wahonick, Miss Nebraska State Fair and Steve White, NTV News.

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 April 14, 2017

There being no corrections:

**Motion made by Lukassen to approve the minutes of April 14, 2017 as printed.
Haag seconded the motion. Upon voice vote, motion passed unanimously.**

April Financial Report

McDermott reported total current assets of \$3,492,511; total current liabilities at \$509,666; total direct revenue at \$249,608 and total direct expenses \$651,352.

**Motion made by Kliment to approve the April Financial Report.
Shane seconded the motion. Upon voice vote, motion passed unanimously.**

Executive Director's Report

McDermott reported that Yound, Jungck and himself went to the IAFE Spring Managers Conference in Spokane WA, on April 25 – 28.

Yound gave a brief report on his experience at the conference in Spokane.

McDermott mentioned that Robinson recently attended an ETIX ticketing workshop in Raleigh NC.

Robinson gave a brief report on his trip to Raleigh NC.

McDermott reminded Board Members that the NALSARMA conference will be held in Grand Island in a couple of weeks.

Angell reported the NALSARMA conference is held each year at a different location. This year the conference is May 22 – May 25, here in Grand Island. There will be close to 100 people attending the conference. Some of the members of NALSARMA are the National Western Stock Show, San Antonio Livestock Show and IA State Fair to name just a few. Tuesday, May 23 will be a day filled with tours. Wednesday, May 24 and Thursday, May 25 will be meetings. Angell welcomed any of the board members to attend the banquet on Wednesday evening, May 24.

McDermott reported last month the board approved a new wireless mesh across the grounds. Pierson Wireless anticipates starting the project within the next couple of weeks. Everything regarding the wireless mesh project should be complete by August 1.

Proposal to install Solar Panels on the Nebraska Building

Schleif and Parr introduced Jason Olberdig, owner of J-Tech Solar who will be making a presentation to the Nebraska State Fair board members with what they consider a win/win for both parties.

Parr added that J-Tech Solar will have a presence on the Fairgrounds in a couple of different locations as well as being the sponsor of the Sustainability Pavilion in 2017. The tent will be called “J-Tech Solar Sustainability Pavilion”.

Schleif shared J-Tech Solar is proposing putting solar panels on the south side of the Nebraska Building to reduce our energy costs in exchange for presenting rights of the Nebraska State Fair Sustainability Pavilion. The sponsorship agreement is \$17,500 cash agreement for presenting rights to the Sustainability Pavilion. If the board approves the solar installation project, the sponsorship would change to \$10,000 in kind, \$7,500 cash for a period of 8 – 10 years, depending on final costs. Projections now are \$80,000-\$100,000 for the complete system including installation.

Jason Olberdig introduced himself and shared a little background, J-Tech Solar is a subsidiary of J-Tech Construction a construction company welling and installing windows, doors, gutters, siding and roofing. Their home office is in Lincoln, NE. Due to the increase in business in the tri-city area, they have added a second office location in Grand Island, NE.

Olberdig presented the solar system he would like to install on the Nebraska Building. Some key points:

- will do maintenance on the solar panels for the 10 sponsorship.
- solar panels will produce for approximately 50 years.
- cost savings will be approximately \$3,300 per year.

Discussion was had.

McDermott stated, assuming the board approves the solar panel project, he will have conversation with the NE Game and Parks as the panels will be located right above their area of the Nebraska Building.

Motion made by Rolf to approve the solar panel project as presented.

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

Nebraska State Fair Sponsorship Update

Schleif reported right now we are \$20,000 ahead of last year.

Schleif stated, before we add dollars, we have to secure renewals for those agreements that have run out. This year that accounted for \$125,000 of which we have secured all but \$10,000 and that is due to the closure of a business.

Schleif added, something of note that's been discussed before is the competition for dollars. We had one potential sponsor who the foundation brought to the table at the 2016 fair. In the end they opted not to pursue a sponsorship because of other commitments. Those commitments (three of them) either have or will happen right here on the Fonner Park Campus. In talking with other community leaders, it's a growing concern.

Schleif mentioned Robinson has been busy contacting major employers regarding purchasing corporate tickets, they also have a direct mail post card that will be mailed out. The employer has to purchase a minimum of 50.

Rolf asked if there is any personal contact with the HR people of these major employers.

Robinson said he has heard back from 95% of the folks he has contacted.

McDermott mentioned he would like to look at hiring someone to do the phone calling as it is time consuming.

Grand Island Livestock Complex Authority (GILCA) update

McDermott reported the Grand Island Livestock Complex Authority (GILCA) is a partnership between the Nebraska State Fair, Grand Island Chamber of Commerce, the Grand Island Convention and Visitor's Bureau and Fonner Park.

The Grand Island Livestock Complex Authority was formed to promote the use of the facilities to livestock groups across the country. We have been very successful in bringing some of the largest junior national shows to the grounds, with the most recent the Aksarben Stock Show. These shows create a significant economic impact on the community.

Recent Developments:

- Grand Island Livestock Complex Authority (GILCA) has been incorporated in the State of Nebraska.
- The Internal Revenue Service has approved of a 501 (c)(3) designation.
- GILCA has received a \$10,000 grant from Grow Grand Island.
- GILCA has received a \$75,000 grant from the Grand Island Convention and Visitor's Bureau. (*this grant must be used for marketing purposes, including incentives, website and general marketing).
- GILCA has sent a Request for Proposal (RFP) to conduct a facilities study of the Fonner Park campus to several consultants across the state. The selected consultant will lead a study to determine the facility needs of the Nebraska State Fair, Fonner Park, Grand Island Livestock Complex Authority, Grand Island Community and other end users. The study should begin prior to the 2017 Nebraska State Fair and last into this fall. GILCA will submit a request to Grow Grand Island for a grant to substantially pay for the study.

- Approximately \$20,000 has been raised from within the community to hire an individual who knows the equine show industry. This individual will be responsible for promoting the facilities nationally and bringing shows to Grand Island.
- Equine Arena/Storage Building – The funds for the 153 x 80 equine arena/storage building for the most part has been secured from the Grand Island Convention and Visitor’s Bureau. The cost of the building is approximately \$420,000, with the CVB providing an initial grant of \$350,000. Fonner Park will sign for a loan to secure the remainder of the costs. GILCA will submit an additional grant to the CVB to cover the remaining balance. The building will be located in the cattle tie-out area, just south of the tie-outs (near the south fence). This location was approved by the Facilities Committee at last month’s committee meeting. Construction should start very soon as they hope to have the construction done and the building up by fair time.
- Equine stalls – The cost of the equine stalls is approximately \$450,000. The Fair spent \$27,000 in 2016 leasing horse stalls from Superior Stalls for our Draft Horse Show during the Fair. The \$27,000 consisted of approximately \$16,000 for rent and \$11,000 for transportation of the stalls. Since GILCA needs funding immediately to purchase the stalls, McDermott has agreed to “pre-pay” rent for the new stalls for 6 years (\$16,666 per year) and provide GILCA \$100,000 to purchase the stalls. Since the stalls will be on the grounds, we will no longer need to pay transportation costs, a savings of \$11,000 per year. The Executive Committee has approved the transaction. Grow Grand Island has agreed to provide \$300,000 and the Grand Island Area Economic Development Corporation will provide \$50,000. GILCA will place an order for the stalls this week.

Committee Reports

a. Facility Planning

-Rolf – reported nothing new.

b. Finance

-Hoch – will be going through the Audit, otherwise, nothing new to report.

c. Public Affairs and Outreach

-Lukassen – no meeting.

d. Livestock

-Shane - reported Livestock Committee discussed the High School Rodeo. Shane also mentioned the committee is always looking at rules and what is going on in the industry.

e. Events

-Wehrbein reported the committee discussed the following:

- Historical – hopes everyone has seen the mural behind the T.V. screens on the wall downstairs. It will be complete and ready to go for the Fair. Wehrbein thanked everyone that has helped with the project, as it took more than just the Historical committee to make this project happen.
- Opening Ceremony – talking about decorations.
- Float Rider – talked about incorporating groups like, NE Game and Parks and Stuhr museum as a couple of examples, to see if they have folks that would be interested in riding on the floats.
- Grand Marshall – they have received 13 nominations. Wehrbein thanked everyone for getting the word out.
- Board Reunion
- County Fair Day

f. Executive

Kircher reported the committee met this morning and talked about the following topics:

- Sponsorships
- Prospect of paying down the balance of the outstanding loan.
- Importance of working with the 1868 Foundation.
- Entertainment Budget for 2018 – need to start thinking about next year’s fair.
- Establishing an employee code of conduct.
- GILCA
- Staffing needs.

Future Nebraska State Fair Board Meeting Dates and Locations

- a. July 14 – Board meeting, Nebraska State Fair Board room
- b. August 12 – Board meeting, Nebraska State Fair Board room
- c. August 12 – 1868 Foundation – Blue Ribbon Roll Out, Heartland Event Center
- d. August 25-September 4 – “148th Nebraska State Fair”
- e. October 13 – Board meeting, Nebraska State Fair Board room
- f. November 10 – Board meeting, Nebraska State Fair Board room
- g. December 7 – NSF Board, 1868 Foundation Board & NSF Staff Christmas Dinner
- h. December 8 – Board meeting, Nebraska State Fair Board room

Kircher reported the June 2 board meeting had been scheduled to be in Thedford. The Hoffman’s had been gracious enough to invite us to their ranch. As it turns out, June has turned out to be a really busy month. Kircher asked if there were any objections to moving the June board meeting location back to Grand Island with the idea of talking to Hoffman’s to see if it would make sense and work for them if we go west for the Board retreat.

Kircher asked if we could leave the June board meeting on June 2 or do we move it to June 9 which would be our normal date for a board meeting.

Discussion was had. It was decided to keep the June board meeting on June 2, but, to move the location of the meeting back to Grand Island.

Foundation update

Koepke thanked everyone that attended the 1868 Foundation’s Annual Trustee meeting and banquet last night. They had a great group of people and it was the largest turn out yet.

The Foundation recognized Tony Wald, owner of Thompson Foods Company, with the “Friend of the Fair” award. Koepke stated, Tony Wald was SO proud to be asked to put his company name on the Thompson Foods Outdoor Arena.

Also, Donna and Dori Wanitschke were awarded with the, “1868 Society Award”.

Other Business

None

Executive Session

**Rolf motioned to enter into Executive Session for the purposes of Personnel.
Seconded by Wehrbein. Upon voice vote, motion passed unanimously.**

Time: 2:32 p.m.

**Hoch motioned to exit Executive Session.
Brodine seconded the motion. Upon voice vote, motion passed unanimously.**

Time: 2:40 p.m.

Adjourn

Shane motioned to adjourn.

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

Time: 2:42 p.m.