

Lancaster County Agriculture Society
4100 N. 84th St
Lincoln, NE 68507
MINUTES
Thursday, August 17, 2017 at 7:30PM

Vice President Ronnau called the meeting of the Lancaster County Agriculture Society to order. Proof of due notice was given with the Nebraska Open Meeting Act posted.

Board members present were Bauman, Cooper, Ronnau, Rutt, Suing, and Wilkinson with Dowding, Messick and Swanson being absent.

The minutes from the July meeting were approved.

Moved by Ronnau and seconded by Suing to approve the July financials. The motion was approved 6-0 with Dowding, Messick and Swanson absent and not voting. Moved by Cooper and seconded by Bauman to approve the payment of checks in the amount of \$188,391.81. The motion was approved 6-0 with Dowding, Messick and Swanson absent and not voting. The Aging Summary was presented for information.

Officer Reports:

Vice President (Ronnau) – Given that the August meeting is so close to the end of fair should we consider moving the meeting back or do away with August meeting next year? Could we consider having a fair briefing and not worry about the financials until the next monthly meeting as too short of time to prepare for the Accounting dept. with so much fair activity? It was moved by Cooper and seconded by Rutt to hold the August meeting the last Thursday of the month to include a fair briefing only. The motion passed 6-0 with Dowding, Messick, and Swanson absent and not voting. Many thanks to the fantastic work done by the Event Center staff, volunteers and Extension Staff for Super Fair 2017.

2017 Fair Update:

- a. Concert Series– Had a lot of compliments on the Pepsi Main stage line up. Staff did great adjusting for crowds and very pleasant in stands. Had a lot of compliments on KC Pro Sound, great to continue that relationship. One suggestion would be to have signage up that makes it clear that all seating is reserved for those coming to events at Muhlbach. Mud drags can run long and drag in between classes...is there a way to make that better? There was the suggestion from WME (agent for Stoney LaRue band) that we needed to streamline our point of contact for our mainstage act. There seemed to be some confusion there. If we continue to have the main stage concert, we might consider moving back into P4 to reduce overhead and the sheer amount of work necessary to get Muhlbach switched over for a concert.
- b. Statics - Had a few exhibits left over but nothing major. Ron S. brought up that we may need to clarify the schedule a bit to help let Board members know when things are closed during the slow days. This will help to make sure the same few people aren't staying late every night, especially during the week.
- c. Parking - There was lots of discussion on how to alleviate the confusion with load in and load out in regards to where it is ok to park. We need to keep parking out from between P1 and P2 during move out day. Maybe close parking lot Saturday night? It would be helpful to have someone there to direct traffic. Could we completely close off the area between P1/P2 and make it a pedestrian walkway only during entire fair was discussed. The problem with moving the car show into Muhlbach is it will drastically reduce foot traffic for the car show.
- d. Muhlbach events - Did a little too good of job packing the track for headliner concert which was day before mud drags. Wilkinson commented if we want to do that again need some

- bigger implements to work up track. Event staff/security did a great job controlling crowd/alcohol. Pit seemed to work well. Pit wristband works well, not a lot of unauthorized people in there. Adding security to gate by campground would help to prevent some of the unauthorized access e.g. kids on bikes. New Pit food trailer went over well.
- e. Alcohol in unauthorized areas – It would be worthwhile to increase the alcohol signage for people leaving the building after 4-H/FFA weekend. Remind them they just stay in buildings and not walk around with their adult beverage.
 - f. Comments from Extension – There was good feedback overall. Thanks LEC/Ag society for hard work. Numbers were steady this year with only 18 fewer exhibitors overall. Only 97 fewer items total. Lois was fantastic to work with for the 4-H café.
 - g. Hay hauling – Started off a little slow but when it was opened up to all ages it actually went over well. Mix it up somehow with awards to encompass the diversity in kids/adult groups. This year there was mixed ages and genders and it really opened up the opportunity for everyone to get involved. Could we move the time to help encourage more participation? A benefit about keeping the time the same is to keep families preoccupied while waiting to load out.
 - h. Other fun for the exhibitors ideas--Should we bring back the Water balloon fights?
 - i. Fun on the farm – Approximately 600 kids come through. Creating a map in each of the pavilions saying YOU ARE HERE might help people to know where they are. There was the idea to tie it in with scavenger hunt map to help make it easier. There were several comments about finding ways we can get more animals here during open portion. Could we add “display” animals? How can we continue to educate public to counter groups promoting against agriculture.
 - j. Security – Given the issues we had with security on the grounds what are some ways we could increase the visibility for LPD? This seemed to help when increased couple roving LPD officers for end of the fair. There is a tower that they can put up to get police up over the carnival. Increase the amount of visible outdoor cameras...making them portable will help make them multiuse.
 - k. There was an increase of 17% in attendance from last year understanding that the fair was shut down for thunderstorms two Thursdays last year. 2nd Thursday this year as slow as last year’s thunderstorm shut down due to LPS schools all having back to school night on same day for some reason. Otherwise good growth across most days across the board.
 - l. Carnival attendance down, they speculate due to the accident in Ohio the weekend prior plus Amy thinks overall security issues in the news didn’t help good kids/families to come out.
 - m. Shark Tank– consensus was good material and education.
 - n. New Fun on the Ranch roping/tying demo run by Hoyt during Mutton Busting – This was a huge hit. 80 kids came through. Kendra thought she could make some more goat tying dummies out of old tires to help with the numbers. There was a recommendation to remove hay bales stored in P4 to help prevent kids from climbing on them when we are done.
 - o. Bees – Charlie Simons could bring in bees. Roma could put on a class.
 - p. Watermelon feed – move into a location where people don’t have to walk as far? Maybe put a time on it, example 430-630 or until gone.

Other Business –

Karen Wobig introduced Jim Bauman, president of the Extension Board. She also wanted to pass along her many thanks to LEC and Ag Society.

Roma Amundson – The Super Fair highlights the activities of the county and they are very happy to be a part of it. The VIP lunch was fantastic, but keeping it down to the scheduled 1130-100pm due to the folks being on a tight schedule on a work day would be beneficial. One suggestion would be to streamline it or put the farm families up sooner to make sure people are able to see these awarded.

Communication from the Public: None

The meeting adjourned at 9:12PM

Respectfully submitted by:

Jamie Bauman- LCAS Secretary

PASSES, APPROVED AND ADOPTED as set forth herein on this 13th day of September, 2017:

Jamie Bauman, Secretary

Ron Dowding, President

Next meeting: September 13, 2017 at 7:30PM