

**Lancaster County Agriculture Society**  
**4100 N. 84<sup>th</sup> St**  
**Lincoln, NE 68507**  
**MINUTES**  
**Board of Directors Monthly Meeting**  
**Lancaster Event Center**  
**Board Room**  
**Thursday, October 19, 2017 at 7:30pm**

President Dowding called the meeting of the Lancaster County Ag Society to order. Proof of due notice was given with the Nebraska Open Meeting Act Posted.

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

The minutes from the September meeting were approved.

Moved by Messick and seconded by Ronnau to approve the August financials. The motion was approved 6-0 with Cooper, Wilkinson, and Suing absent and not voting. It was moved and seconded to approve the paying of August checks in the amount of \$422,450.15. The motion was approved 6-0 with Cooper, Wilkinson, and Suing absent and not voting. It was moved by Rutt and seconded by Bauman to approve the September financials, but to bring back the September balance sheet back for approval. The motion was approved 6-0 with Cooper, Wilkinson, and Suing absent and not voting. It was moved by Dowding and seconded by Messick to approve the paying of September checks in the amount of \$267,421.91. The motion was approved 6-0 with Cooper, Wilkinson, and Suing absent and not voting. The aging summary was presented for information.

#### **Office and Committee reports**

- Secretary (Bauman) The Nebraska Fair Managers meeting will be held January 19-21. We will need to decide who would like to go. Everyone should be thinking of nominations for Fair Person of the Year, Associate of the Year and Service awards.

#### **Legal Counsel Report – Alan Wood**

- Alan is retiring from Lancaster County Ag Society. We wish him well as he focuses his energy on his practice. Alan has been here since 1992 (25 yrs). He will stay until the annual meeting and help with transition as we look for a new legal counsel and help with training.
- Alan had some wrap up comments:
  - i. Lincoln Guards – judgement against them for close to \$10k but the case hasn't been dismissed with prejudice at this time. We could send to collections to recoup the money but it was discussed that we would let it lie for now and see if the issue comes back up.
  - ii. There is still a payment left for Alan's services. If paid in full by Dec 31 we will get a 25% Discount, if not encourage 12 monthly installments for remaining balance. The firm reserves right to apply 12% per annum on any remaining balance.

#### **2017 Fair Report**

- Attendance –There was a 17% increase in public attendance measured by gate tickets which helps our sponsors who are ticket sponsors getting visits at their stores. Great weather all 10 days was a positive factor. Ongoing issue with public not understanding why fairgrounds not full after 4-H leaves and fairgrounds only open in evenings on weekdays or transition days e.g. Lincoln Room between 4-H and Open Static—several vocal complaints despite lots of marketing communicating the fair schedule for several years.
- Income is currently about \$50k ahead from last year, however this is still a working document and not all invoices/income has been entered yet.

- Vendor surveys – Feedback shows we still need to work on getting foot traffic to them and people through the buildings. Some felt booth spaces are still a little too high. Home-based businesses still feel they are not being able to make it work (Scentsy etc). Is there something we can do to make it work for them? Smaller/cheaper booth spaces? How can we get people in there? It was mentioned that during the carnival hours in the evening it's just the kids...should we close vendors earlier?
- Sponsorships – Seems we are missing lots of Ag companies. We are seeing a lot of LEC suppliers are main sponsors during the fair. Good job by entire team to help get these sponsorships. It was suggested to start earlier for some so we can get ahead of businesses' budgets.
- Key events show a \$17k profit. Great work by team to show us this cost breakdown to see how the income/expenses are spread out.
- 4-H P&L – 4673 entries and 701 exhibitors. Half was static and half livestock. This investment is the mission of the fair.
- Open class – investing \$23K in these shows. Open shows purpose was to help provide full fair experience after 4-H moves out for remaining 6 days of the fair started in 2010 when State Fair left Lincoln at community request. We need to consider if this is a necessary investment for the county fair and Lancaster County Ag Society mission to first serve youth/4-H/FFA. Many of the Open Livestock shows seem to be adults from out of the county and these shows not offered by many other county fairs. Open Static is a traditional part of most county fairs in Nebraska.

#### **2018 Fair Dates**

- Report was heard from VP Kendra Ronnau and Managing Director Amy Dickerson on work done in committees (Static, Livestock) with board members Wilkinson, Cooper, Rutt, Suing, Bauman all personally involved in these input sessions since last meeting to consider what to do with the fair schedule to keep the public happy all 10 days as well as complaints from vendors.
- Discussion by board members around important to remember our first goal, foremost why we are here, is for the kids. We want this to be an enjoyable and rewarding experience for our youth. It continues to be a struggle to have enough stuff for people to do during the 10 days. Want to refocus to a 4-H/FFA youth atmosphere.
- After numerous committee meetings we have come up with dates of Thurs-Sunday Aug 2-5, 2018. Clean up days would be Sun-Tues to help prepare for move in. English classes will still be a part of the fair and held at the beginning with dressage being held the next weekend.
- It will important to get more 4-H volunteers than ever to help get everything done in a shorter time. This will help free up more weekends to bring in new shows...currently use three weekends for the 10 day fair.
- There was some discussion about the open static exhibits. There is a large investment from the Fair for premiums. Should we implement an entry fee? Maybe \$1 or \$2. Chance numbers down a bit but that might be ok since we won't be having to fill as much space and we will be combined with 4-H.
- It was moved by Dowding and seconded by Messick to adopt August 2-5, 2018 as the official dates for the 2018 Lancaster County Super Fair. The motion was approved 6-0 with Cooper, Wilkinson, and Suing absent and not voting.

#### **NAFM Convention, January 19-21 in Kearney**

- Bauman mentioned that awards to be submitted online by Dec 15
- Who wants to go? Think about and we will decide at November meeting.

#### **Board Elections**

- Nomination Committee Report (Suing, Ronnau, and Rutt)
- Terms up – Wilkinson, Swanson, Messick
- Jamie or Amy will ask Trudy where bios are.
- Candidate bios due and slate will be set at Nov. meeting.
- Notice will be published in the Nepline

### Annual Meeting date change & update strategic plan

- Dowding reminded on dates for this meeting
- TUESDAY December 12th with voting 5:30-6:30pm (due to Election Commissioner availability)
- 6:30pm annual meeting followed by regular monthly meeting to elect officers and other regular business
- Notice published in Nebline and Lincoln Journal Star is scheduled
- Set Subcommittee to work with Managing Director on strategic plan update

### November Joint Meeting with County Board

- Dickerson mentioned that proposed date change to WED Nov 15<sup>th</sup> was accepted by County Board.

### City Memo of Understanding Update & Right of Way designation (Dickerson)

- Dickerson is going to work with Tom Huston with Cline Williams and City of Lincoln to update the MOU.

### Managing Director Report (Dickerson)

- NHSRA construction update –on track for July 2020.

### Phase 3 Update (Dickerson)

- Dickerson updated on extensive planning and studies in progress for Phase 3 to meet demand for lots of regional, national new events and existing events that are seeking more space availability at LEC to bring lots of outside visitors to Lincoln. Market Study consultant Susan Sieger has updated her study and will be presenting at November meeting.
- Moved by Dowding and seconded by Ronnau to amend the agenda to say “Authorization to contract to conduct Phase 3 public Survey.” The motion was approved 6-0 with Cooper, Wilkinson, and Suing absent and not voting.
- Moved by Ronnau and seconded by Messick to authorize Managing Director, Amy Dickerson, to contract to conduct a Phase 3 public survey. The motion was approved 6-0 with Cooper, Wilkinson, and Suing absent and not voting.
- Update Phase 3 subcommittee membership – Eboard will discuss

Other business: None

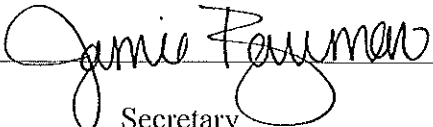
### Communication from the public (5 minute limit per person):

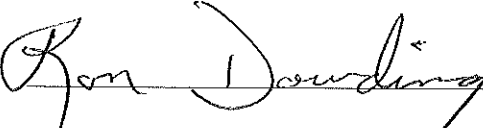
- Tracy – Diane Bolin has been diagnosed with an invasive cancer. Please help share this fundraising event on behalf of her and her family  
\*\*Soup Supper and raffle on Oct 28<sup>th</sup>. 4-7pm Immanuel Lutheran, in Eagle. \*\*

The meeting adjourned at 9:57pm

Respectfully submitted by:

Jamie Bauman – LCAS Secretary

  
Secretary

  
President

Next Meeting: November 15, 2017, 7 pm  
Joint meeting with County Commissioners with regular monthly meeting to follow