



A nonprofit 501(c)(3) organization dedicated to growing community through events like yours, and the Super Fair.

Lancaster County Agricultural Society, Inc.

*A Nebraska non-profit corporation, designated as 501(c)(3) by the IRS
and separate county-level political subdivision
created under Nebraska law in 1870 to promote agriculture & youth.*

MINUTES

Board of Directors Monthly Meeting
Thursday, April 21, 2022 at 7pm
Lancaster Room
Lancaster Event Center Fairgrounds
4100 N. 84th Street, Lincoln NE 68507

Optional Zoom provided as convenience for non-voting attendees.

President Ronnau called the monthly meeting of the Lancaster Country Agricultural Society board to order at 7:36 pm.

Proof of due notice was given in the Lincoln Journal Star, and the Nebraska Open Meeting Law was displayed in the room.

Board members present in person Ron Dowding, Kendra Ronnau, Ron Suing, Karen Rutt, John Cooper, Jennifer Cusick-Rawlinson, and Bryce Doeschot.

Board member Lynn Hagan joined in person at 8:08pm.

Board member Tom Messick was not present. Also joining the meeting were 4-H/Extension staff Karen Wobig and Chris Scow, NE Strategies lobbyist for LEC Mary Jacobson (Zoom), and LEC Public Policy Volunteer Tim Kenny (Zoom). LEC Fairgrounds staff present were Hoyt Kraeger, Amy Dickerson, Greg Rook, and Lois Harrison all in person with Melissa Murante and Megan Schafersman joining via Zoom.

Cusick-Rawlinson moved to add a Lobbyist Update up next on agenda. Cooper seconded. Motion passed without objection.

Lobbyist Update – Jacobsen shared an update on the legislative bills now that the session was done with. LB1024 was introduced by Senator Wayne of Omaha originally funding support for north & south Omaha and included \$5 million for LEC Fairgrounds. Jacobsen noted it would be good for the team to thank Senator Wayne and Geist for advocating for the fairgrounds. Jacobsen, Dickerson and Ronnau are working with the legislative committee to learn about how the money is to be correctly dispersed. Jacobsen and Nebraska Strategies team will continue working on more long-term funding support avenues. Ronnau shared a heart-felt thank you to the Nebraska Strategies team and wanted to note that the team should make sure to send a thank you card or something sent to Senator Wayne. Ronnau asked if there are any other bills to be passed that may be of interest. Jacobsen noted there's some changes to the Sports Arena Facility Act and will be sending a final update to Ronnau and Dickerson on it. Jacobsen plans to continue keeping an eye on the casino/racetrack front. Jacobsen noted the next legislative will start with a clean slate all bills and there will be 13 or so new senators. The plan is to educate and get the new senators up to speed them up to speed on LEC Fairgrounds' story. Cusick-Rawlinson asked what the \$5 Million parameters are to be set. Jacobsen shared it will

likely be set up like a grant program and expect to provide some supports to justify the funds and how the funds will be used. Volunteer Tim Kenny asked if there are any interim study resolutions that are of interest, and Jacobsen said a list of them will be included in the next weekly update.

Approval of minutes from March meeting – There was some discussion on the minutes. Doeschot asked if the Mural Committee members were established in the last meeting. Ronnau shared this was noted in the February meeting minutes as Cusick-Rawlinson, Cooper, Ronnau and Suing. Dowding moved to approve the minutes from March 17, 2022 board meeting. Cooper seconded. Motion passed without objection.

It was moved by Cooper and seconded by Rutt to move agenda item #5 up next. Motion passed without objection.

Officer and Committee reports – President Ronnau shared how well the staff was covering operations while Dickerson was out for a family emergency. Ronnau noted there are lots of people on the team that are going through big transitions of personal life for both LEC staffers and some board members. Ronnau noted all take care of each other, want the LEC fairgrounds to move forward and grow, and to be here as a family to help when and if folks need it. In general, the facility is plugging along well with great staff.

Vice President Dowding reiterated if staff is ever in any need to call the board up -- willing to help where can.

Extension Update – Karen Wobig with Lancaster County Extension shared that Vicki Jedlicka with Extension wanted to thank Megan Schafersman for great work on the fair book and starting the conversation so early on the fair flyer. Extension is staffed well right now.

Financial Reports for February 2022 – Controller Harrison shared the February financials while the board looked through, noting February wasn't approved last month because Deer & Game ticket revenue was incorrectly classified and has now been fixed. No other notable changes. Dickerson shared that a while ago Doeschot has inquired to find out what exactly they're approving when they vote to approve the financials. Dickerson found out from legal counsel Gene Summerlin that the motions could instead be written as a motion to 'accept' the financials rather than 'approving' to avoid indication of vouching for the accuracy of the financials since the board members are not accounting experts. Harrison is getting ready to start the new audit and has a list of questions to ask the auditor.

Board member Lynn Hagan arrived at 8:08pm.

Doeschot moved to accept the February 2022 financials. Cusick-Rawlinson seconded Motion passed without objection.

Financial Reports for March 2022 – Harrison shared the March financials while the board looked through, noting all the departments are being very proactive with financials getting ready for the fair. Kraeger shared some sponsorship dollars have already been received and noted LEC Accounting Specialist Jodi Gates has updated process of sponsorships to send a "proposal" invoice from Quickbooks in lieu of a final invoice right away so the team doesn't have to input as many entries until the sponsorship was 100% confirmed. Cusick-Rawlinson shared an idea to add some verbiage to these documents encouraging additional giving to the LEC endowment fund at the Lincoln Community Foundation if promoters, suppliers and/or sponsors were inclined to recognize the team or fairgrounds for good work done on top of the invoiced amount.

Harrison pointed out it appears to have a lot more income in March last year vs. this year due to Nebraska Ag Expo being postponed from December 2020 to March 2021 due to COVID.

Doeschot asked what Profit & Loss page 4, line 6121F for fair labor referred to. Harrison stated they started to allocate some of Susan Bulling's labor in there for her work as Super Fair Coordinator, which is something different from last year with all the new classifications.

Doeschot moved to accept March 2022 financials. Hagan seconded. Motion passed without objection.

Approval of Checks for March – It was moved by Doeschot and seconded by Cusick-Rawlinson to approve the March checks in the amount of \$313,541.03. Motion passed without objection.

Harrison shared a detailed update on the Accounting Departments individual roles and processes as well as some office updates moving some team member desk stations around for more efficiency.

Communication from the public – none.

Business Development Report – Kraeger shared last report before leaves LEC as an employee to go on to new adventures rodeoing more full time. Kraeger thanked the board for being so supportive of him over the last years. Ronnau wished him well and excited to see what he does in rodeo. Dickerson introduced Melissa Murante who is taking over some of Hoyt's role on bigger sponsorship/naming rights development on a consultant/contractor basis. Murante shared her background and focuses which include identifying large sponsorships, connecting with big community partners, leveraging the success that the fairgrounds have been a part of, and identifying a way to bring folks in and create great long-term partnerships. Murante noted her hours are part-time right now, approx 10-15 hrs/week dedicated on Mondays and Thursdays but is flexible if need to reach her outside those hours. Murante has done fundraising for Habitat for Humanity in Omaha among other organizations.

Marketing Update – Schafersman gave an update on new intern hires and progress with Super Fair marketing. It was noted Give to Lincoln Day is coming up on May 26 and the focus for fundraising is LEC's 4 community programs. Schafersman challenged everyone to raise \$50 for their favorite program.

Operations Director Report – Rook shared the FMCA staff were here this week and that the biggest challenge for this new event will be the amount of catering/café. Numbers of registrations for the event are looking down right now because of fuel prices and some not thrilled about Nebraska weather in August. FMCA has their own parking/events volunteers, staff and event contractor firm to move in RVs and handle most of setup inside and outside. Dickerson to connect CVB and Nebraska Tourism with FMCA to get some additional Lincoln and Nebraska tourism info to share with potential FMCA visitors to support more signups.

Sports Car Club of America banquets are coming back, possibly with 2 banquets instead of 3 the first week of Sept. just after FMCA so 3rd big event in a row (starting with fair end of July) for food and beverage that we'll ask everyone to help with. Cusick-Rawlinson noted LPS career academy has a growing culinary program that students need to get their hours in would be a great avenue to reach out to help with food and beverage at these events.

Rook noted shavings pricing went up after many years from \$9 to \$10 with sales tax included due to fuel prices and camping site rental went up to be paying 4% occupation arena tax among other inflation cost increases The team researched and found the \$35 per day fee will still be very competitive given LEC now offers water, showers, laundry machines and access to green space.

Rook shared remarks about the current staff, noting it's the most cohesive well-working team they've ever had. Rook also noted the staff really stepped up while Rook and Dickerson were out for personal reasons, and they've been receiving several comments from customers that the staff is so friendly, and the facility is so clean.

Managing Director Report – Dickerson shared her current focus continues to be on long-term funding, including getting Melissa up to speed. Dickerson noted her family situation has forced her to do more delegating, and the team has been really stepping up. The team's theme for this year is to be kinder to ourselves so we can better take care of our customers. The calendar is full, getting calls every day for

more bookings but right now only taking those that are last minute within next 12 months if high impact for the community or for LEC financially so don't overwhelm our staff. Dickerson noted the quality of recent hires has been exceptional between the HR and marketing department's work. Ronnau shared they don't want to lose people and need to make sure we're compensating our people enough because the people we do have are extremely dedicated to us.

Mural MOU for Approval – Cusick-Rawlinson shared a copy of the MOU draft and is working on finalizing a copy. Cusick-Rawlinson noted it needs some language to protect both parties to allow an exit if something comes up.

Other business – Ronnau shared that Susan Bulling has gotten a lot of ice cream donated for the fair and wanted everyone's thoughts on having ice cream during the 1st weekend as well as 2nd weekend. The board discussed and agreed to do so having the fair planning staff team decide the dates.

Doeschot wanted to make sure there is Ag Society representation in the conversations on how the \$5M is spent to ensure everyone gets an opinion on it. Dickerson shared the plan is to have the management staff come up with a proposal of ideas to share with the Ag Society to review. It was noted there will be questions from the community on how it gets spent so the plan is to be as transparent as possible.

Cusick-Rawlinson asked to put on next month's agenda to review review the committees and consolidate or end any that aren't active.

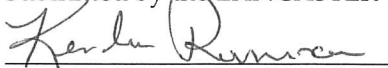
Executive Session – Doeschot moved to go into exec session at 9:27pm. Cooper seconded. Motion passed without objection and the board entered Executive Session to discuss NHSFR 2026/27 contract negotiations.

Cooper moved to exit exec session at 9:40pm. Doeschot seconded. Motion passed without objection.

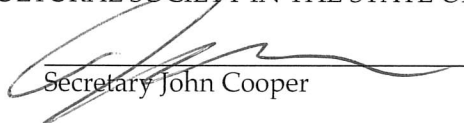
Adjournment – At 9:41pm Doeschot moved to adjourn, seconded by Cooper and the board approved the motion without objection.

Next meeting: May 19, 2022 at 7:30pm

PASSED, APPROVED, AND ADOPTED as set forth herein on this 21st day of April, 2022
Submitted by the LANCASTER COUNTY AGRICULTURAL SOCIETY IN THE STATE OF NEBRASKA



President Kendra Ronnau



Secretary John Cooper