



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*

PUBLIC MEETING MINUTES

Thursday, October 28, 2021 - 7:30 pm

Lancaster Room (Business Center entrance, Pavilion 1)

Lancaster Event Center Fairgrounds

4100 N 84th Street, Lincoln, NE 68507

1. Call the meeting to order and proof of due notice of meeting and open meeting notice on display
 - *The meeting was called to order at 7:30 p.m.*
2. Roll call
 - Present
 - *John Cooper*
 - *Ron Dowding*
 - *Lynn Hagan*
 - *Kendra Ronnau*
 - *Karen Rutt*
 - *Jennifer Cusick-Rawlinson (arrived at 7:47 p.m.)*
 - Absent
 - *Ron Suing*
 - *Bryce Doeschot*
 - *Tom Messick*
 - Other individuals present included:
 - *Amy Dickerson (Managing Director)*
 - *Greg Rook (Operations Director)*

- Nate Dowding (Sr. Operations Manager/Super Fair Manager)
 - Karen Wobig (Unit Leader/Extension Educator with University of Nebraska-Lincoln Extension, Lancaster County)
 - Hoyt Kraeger (LEC Business Development)
 - Tim Lens, CPA, Bergen KDV (financial auditor)
3. Presentation of FY20 audit for acceptance by Ag Society board (Tim Lens, CPA, Bergen KDV)
- Tim Lens presented the FY20 audit by overviewing highlights of findings. Said overall strong audit with no new major concerns.
 - Cusick-Rawlinson arrived during Lens' overview of audit. Lens left meeting after presenting the audit.
4. Approval of minutes from Sept. regular board meeting
- Board discussed three corrections needed to minutes for September 16, 2021 regular meeting:
 - Suing made the motion to enter into first Executive Session at 10:01 pm instead of Cusick-Rawlinson.
 - Suing seconded the motion to come out of second Executive Session instead of Hagan at 10:55 pm.
 - Rutt made the motion to adjourn the meeting instead of Hagan to adjourn the meeting at 10:58 pm.
 - Ron Dowding moved to approve the minutes from the September regular board meeting with these three corrections. Rutt seconded, and the motion was approved unanimously on a 6-0 vote.
5. Financial report for August, September and September checks (Sarah Martin, Controller)
- August and September financials are included in the report distributed by Martin, but she mainly addressed September YTD financials for simplicity.
 - Ron Dowding moved to approve the financial statements for the month of August. Hagan seconded, and the motion was approved unanimously on a 6-0 vote.
 - Hagan moved to approve the financial statements for the month of September. Cooper seconded, and the motion was approved unanimously on a 6-0 vote.
 - Cusick-Rawlinson moved to approve September checks in the amount of \$651,794.96. Cooper seconded, and the motion was approved unanimously on a 6-0 vote.
6. Officer and Committee reports
- President (Ronnau)
 - An evaluation of Dickerson as Managing Director of LEC is being sent out via SurveyMonkey shortly. Board members as well as LEC staff and stakeholders are encouraged to complete the survey, which is entirely anonymous, contains short questions, and has comment boxes for people to elaborate further.
 - Trudy Pedley sent a letter stating she is resigning as Open Class Static Manager due to health concerns and is hoping that LEC can find a replacement for her current role and

she may be available to still be Supt. for one of the departments.

- VP (Dowding)
 - *Nothing to report.*
- Secretary (Cooper)
 - *Cooper said he has been in talks with a donor who is potentially interested in donating a sculpture to LEC.*
- Treasurer (Rutt)
 - *Nothing to report.*
- Active Committee Reports:
 - *Personnel (Ronnau), NHSFR (Cooper), Strategic Planning Committee (Cusick-Rawlinson), Grievance (Cooper) – No Reports*
 - *Fund Development (Cusick-Rawlinson)*
 - *LEC Managers are working on a list of capital improvements to make now and in the future. Millions of dollars in potential improvements have already been identified, but customer feedback can help prioritize such improvements. It would be ideal to get comparisons to other facilities and let customers know that a lot of the frustrations on improvements, pricing they have been experiencing are because LEC is not adequately funded.*
 - *Rawlinson is leading design of an online survey so LEC can get input from show promoter customers for a 10-year capital improvement plan via a survey. There is also a lost business list of shows that never booked at LEC that could receive the survey. LEC would ideally receive the requested feedback by November.*

7. 4-H Program / Extension Update (Anderson/Wobig)

- *Wobig reported that 4-H Extension is currently looking for 2 board members to replace ones who have termed out (Pat Heather and Jim Pinkerton). Wobig encouraged board members to spread the word to anyone who may be interested and let them know that November 1st is the deadline to apply.*
- *Report from Tracy Anderson (given by Wobig since Anderson was unable to attend the meeting): 4-H leadership training and open house have been going on. There is also Youth Science Day for homeschoolers and workshops going on for youth to attend soon. The embryology program has already begun and has grown significantly.*
- *4-H is starting a new program called I Grow that teaches kids about corn. There will be an intern handling this new program.*

8. Communication from the public (5-minute limit per person)

- *No other members from the public were present.*

9. NAFM dates announced Jan 21-23, 2022 in Kearney (now at Crowne Plaza)

- *This event is great for board members to attend and network with like-minded folks.*
- *Registration due January 10, 2022*

10. Super Fair Report (Nate Dowding, Sr. Ops Mgr/Fair Manager)

- LEC could potentially bring a disc dog frisbee event to the Attraction Zone, but the show promoter has insisted that he do this event indoors since his Astro turf has been flooded outside several times before.
- The duck racing show promoter indicated interest in being part of the fair; LEC is obtaining prices for this show currently.
- Daryl's Pig Racing has been at the fair previously. LEC has been struggling to get in touch with him. Ron Dowding indicated he will try reaching out this show promoter. If Daryl's Pig Racing doesn't respond, the board is in favor of finding another racing pigs group to replace him since it has been a popular attraction in the past.
- LEC needs to bring more farm animals for the 2nd week of the fair. The board told Nate they wanted to maintain the relationship with A to Z Exotic Petting Zoo since he has been at the fair for 20+ years.
- There will be no trade show in MPA this year. Considering expanding the "Family Fun Zone" interactive exhibits and possibly moving "Fun at the Farm" from P1 livestock barn to front of MPA to have more room and be more visible to all fairgoers, better achieve ag education mission. Fun at the Farm does not want to continue to 2nd weekend.
- LEC will try to do the cornhole tournament in the MPA during the 2nd week of the fair. LEC is also currently asking if HobbyTown would be willing to do an ag-themed Lego building competition in Lincoln Room the 2nd week.
- The board discussed discontinuing the Hay Hauling contest to try other activities that would be fresh and potentially less stress on board/staff e.g. picking hay out of the arena footing for hours.
- Nate Dowding encouraged board members to contact him with other suggestions for the fair.

11. Report from Annual Board Election Nominating Committee (Cooper, Doeschot, Dowding)

- Three candidates so far for three positions up for election are Suing, Rutt, Ronnau running for re-election.
- Note candidate bios/pics due by and slate will be set at Nov. meeting.

12. Reminder next board meeting on TUESDAY, Nov. 16th

- Will go over final 20th Anniversary Banquet details for Thursday, Nov. 18th

13. Operations Director Report (Rook)—NE Ag Show prep

- Show promoters and participants of the Reining Show were very complimentary of LEC staff which Hagan confirmed hearing as was helping with announcing duties.
- The Cutting finals are going on this week. The stalls were bit less than planned, but the show has been extended from Tuesday to Sunday.
- Cafe is potentially getting rid of steak sandwiches this year for Ag Expo due to almost doubling price of beef; they may replace these sandwiches with a Philly cheesesteak or another more reasonably priced beef alternative meal.
- LEC is thinking of having outside food vendors do Mexican food in P2 and Chick-Fil-A in MPA Horseshoe Café due to ongoing short staffing and so show goers have more variety

in food choices.

- *Rook is prepping the budget for Chas, Nate, and Lisa to help them have visibility and ownership for their impact on the budget.*
- *Staffing is a major challenge right now especially with the NE Ag Show coming up. Martin is using a tool called Breezy to advertise the job on multiple job boards and bring all resumes into one central place. Management team is getting word out to many places to access students, farmers, community service, nonprofits, show promoters who want to earn pay for their endeavors.*

14. Business Development Report (Kraeger)—Nov. banquet update

- *Kraeger followed up with rodeo donors electronically since the banquet invite was put into the recently mailed thank you letters.*
- *Kraeger is currently working on pricing for a backdrop where people can take photos off to the side of the stage.*
- *LEC will only be bringing larger donors onto the stage to manage banquet time*
- *Lots of progress has been made on the slideshow (and is on-track) that will be at the banquet.*
- *There has been 40 RSVPs for the event so far.*
- *Kraeger and Megan Schafersman (Marketing Manager for LEC) have developed 3 new marketing brochures around the 3 unique reasons why organizations/people donate to LEC. These will be ready for distribution by the banquet.*
- *One of the new giving programs highlights donors can sponsor volunteers working at LEC to help with staffing shortages while another enables donors to pay for costs to send underserved youth to the fair each year.*

15. Managing Director Report (Dickerson)—funding proposals update

- *NHSFR Lincoln got event of the year with the NSFHR rodeo from NE Tourism at recent conference. LEC also won marketing campaign of the year for NHSFR in conjunction with KidGlov. Megan and Hoyt did a great job preparing these award submissions. Board members who were present at the tourism conference made great connections that can help provide LEC support in the future.*
- *The head of CVB mentioned NHSFR event this summer in a recent City of Lincoln Mayor press conference about new ARPA tourism grants as example of opening back up after the pandemic.*

16. Executive Session – NHSFR request for improvements related to 2026/27 contract negotiation, update on cell tower negotiations & City funding negotiations

- *Cooper moved, Hagan seconded to go into Executive Session to discuss NHSFR request for improvements related to 2026/27 contract negotiation, update on cell tower negotiations & City funding negotiations at 10:11 pm and passed without objection.*
- *Cooper moved and Hagan seconded to end Executive Session at 11:43 pm and passed without objection.*

17. Adjournment

- *Dowding moved, Rutt seconded to adjourn 11:43 and passed without objection.*

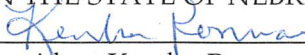
Next Board Monthly Meeting: November 16, 2021 at 8 pm

(See final meeting timing/location at LancasterEventCenter.org, click on About Us, Public Notices)

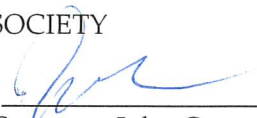
PASSED, APPROVED, AND ADOPTED as set forth herein on this 16 day of November, 2022

Submitted by the

LANCASTER COUNTY AGRICULTURAL SOCIETY
IN THE STATE OF NEBRASKA



President Kendra Ronnau



Secretary John Cooper