



Home of the



A nonprofit 501(c)(3) nonprofit organization dedicated to growing community like yours, and proud home of the Super Fair

Lancaster County Agricultural Society, Inc.

*A Nebraska 501(c)(3) non-profit corporation
and quasi-governmental organization created under Nebraska law in 1870
to promote agriculture, youth, and community
through management of Lancaster's county fairgrounds
and organizing the annual Lancaster county fair*

PUBLIC AGENDA

Board of Directors Monthly Meeting

Thursday, April 18, 2024 – 7:30 pm (note seasonal later start time)

Sandhills Global Event Center

4100 N. 84th Street, Lincoln NE 68507

Lancaster Room – Currency Pavilion Meeting Center

Free parking at doors of Meeting Center "green awnings" entrance on N side of fairgrounds

1. Call the meeting to order after confirm proof of due notice of meeting in Lincoln Journal Star and copy of NE Open Meetings Act available in meeting room
2. Roll Call
3. Approval of minutes from March meeting
4. Officer Reports
 - President (Ronnau), Vice President (Dowding), Secretary (Cooper), Treasurer (Rutt)
5. Committee Reports as relevant:
 - NHSFR Rodeo (Hagan) – Kaiser visits
 - Fund Development (Cusick-Rawlinson) – Give to Lincoln Day
 - Others TBD: Personnel (Ronnau), Strategic Planning (Cusick-Rawlinson), Premium Auction (Open), Grievance (Cooper)
6. Nebraska Extension in Lancaster County Update (Karen Wobig, Unit Leader and/or Tracy Anderson, 4-H Youth Development Extension Educator & team)

7. Communication from the public (5-minute limit per person)
8. 2024 Fair Update – N. Dowding
 - Copies of Fair Book
 - Updated Grandstand Final Schedule
 - Added Bush Pullers – Awaiting Contract
 - Added 2nd night of Bull Riding Tour
 - Next: Sponsors for Bucking Shoots
 - Free Music Series
 - All band contracts signed
 - Marketing meeting with Hispanic Fest Monday 4/22 – now 10 hrs.
 - Collaborating on giveaways, social media and promotions
 - Expanding Wiener Dog Races
 - Moving to TractorHouse Pavilion
 - Possibly add Corgi Races
 - Vendor/Nonprofit Orgs Invites to display
 - Email/social/calls to New and Past Vendors / Nonprofit Orgs
 - Options: Food 4/6/10 days, FR8Star Pavilion 4 days, Outdoor 10 days
 - Sara getting referrals from Paula P/Phil E others
 - Board ideas on educational displays/activities/orgs?
 - Other contracts signed since last meeting
 - Hedrick’s Racing Pigs and NoWear BMX
9. Operations Director Report (Bohaty)
 - SRG \$10M Fairgrounds Infrastructure Modernization Update
 - Updates: 84th Street digital sign repair, Office addition
 - Other Board questions/input on project list sent
 - Operational Key Updates
 - FY25 Pricing Update
 - Launch Non-Event Camping: software, operational updates
 - Staffing: F&B Manager status
10. Executive Session
 - Board input on long-term pouring rights agreement negotiations (Eric Smallwood, APEX Marketing & Amy Dickerson, Managing Director)
11. Any board action on Pouring Rights Agreement
12. Financial Report (Harrison by online)
 - Accept Financials:
 1. P&L, Balance Sheet –March & YTD March
 - For Information:
 1. AR & AP – March
 2. Budget – YTD to March
 3. P&L By Class Details – YTD to March
 4. Reserve Fund Balance – March 31, 2024
 5. \$10M State Shovel Ready Grant—Budget & Matching Funds Update

Financial Report, continued

- For Approval:
 1. Checks – March
 2. State Shovel Ready Grant (SRG) Draw Request
 - CBS Signs – Gate entrances
 - Other TBD (final draw request will be emailed)

13. Managing Director Report (Dickerson)

- Marketing Manager Gina Nathan started last week
 - First focuses: Fair, Non-Event Camping campaigns
- Grant Applications
 - \$15 million grants submitted to Sen. Fischer, Rep. Flood for Pavilion 5
 - Support letters
 - Starting to work on matching fund sources—public & private
 - Sunderland grant ready to finalize
- City/County Budget Season
- Hiring: recruiting Sponsorship Manager—send Amy contacts/ideas
 - Amy covering meanwhile e.g. key fair sponsors, key annual renewals
- Naming
 - Addendum signed with final signage list
 - Final signs goal to finish by May
 - Update on Ag Society signs—Ag Society Hall, driveways

14. Approval to move December Annual & Monthly Board Meetings including annual board election from December 12, 2024 to December 19, 2024

- Due to NE Ag Expo last day of show is December 12, 2024
- Note: National Volleyball championship Dec 14-17

15. Other business

16. Adjournment

Next meeting scheduled for: May 16, 2024 at 7:30pm

See SandhillsGlobalEventCenter.org → Public Notices link on bottom of page