



Lancaster County Agricultural Society, Inc.
4100 N. 84th St, Lincoln, NE 68507
Board of Directors Monthly Meeting
MINUTES
Thursday, January 16, 2020 at 7:00pm
Lancaster Event Center—Lancaster County Farm Bureau Room

President Ronnau called the meeting of the Lancaster County Agricultural Society to order at 7:00 pm. Proof of due notice was given in the Lincoln Journal Star with the Nebraska Open Meeting Act posted in the meeting room.

Board members present were Cooper, Dowding, Rawlinson, Ronnau, Rutt, Swanson and Suing. Absent was Messick and Bauman (on trip). Also present were Karen Wobig, Lancaster County Extension Leader, KidGlov President & Chief Strategist Lyn Wineman and Lancaster Event Center staff: Managing Director Amy Dickerson, Operations Director Greg Rook, Accounting Manager Hartzell and Business Development Manager Hoyt Kraeger.

Minutes. It was moved by Dowding and seconded by Swanson to approve the December monthly meeting minutes. Motion passed 7-0 with Cooper abstaining.

Financials. Hartzell presented the November financials that were not ready at earlier than normal December board meeting date. It was moved by Swanson and seconded by Suing to approve November financials except for the November P&L which needs to be printed again for next meeting as didn't print correctly. Motion passed 7-0.

Hartzell presented the December financials. It was moved by Dowding and seconded by Swanson to approve the December financials. Motion passed 7-0.

It was moved by Rawlinson and seconded by Suing to approve the paying of the checks in the amount of \$234,842.73. Motion passed 7-0. The Aging Summaries were presented for information.

Hartzell departed the meeting.

Office and Committee reports

- President (Ronnau) – no report
- Vice President (Dowding) – no report
- Secretary (Bauman) - not present
- Treasurer (Rutt) – no report
- Strategic Planning (Rawlinson) – no report

- Personnel (Ronnau) – committee due to set up another meeting with open forum opportunity for staff, will be reviewing Managing Director contract renewal to forward recommendations to Exec Board
- Grievance (Cooper) – No report
- NHSFR Committee – No report
- Fund Development Committee – Rawlinson reported committee is meeting monthly and helping with 2020 fundraising goals. Kraeger shared up to date presentation materials/folders with board.

Fair Logo and headline update (Wineman with KidGlov)

LEC's marketing agency principal Wineman was asked by Dickerson to share update on 150th Super Fair anniversary logo and recommended headline after work by her and LEC staff. The suggested headline for this year, and potentially ongoing to represent the mission of the Ag Society, was "Incubating our Ag Future". After spirited discussion, it was decided to not use a headline this year, just show the 150th anniversary in a special Super Fair logo treatment and to come back to consider ongoing Ag Society tagline options in the future to represent not only Ag Society ag education/engagement mission but being inclusive to represent all the ways that locals enjoy and benefit from the fairgrounds. Dickerson mentioned we might need to start by reviewing the Strategic Plan to give the marketing team better direction. Wineman departed the meeting.

Super Fair 2020 planning update

Dickerson updated the board on the fair book deadlines with final changes due Feb 5th. Dickerson reported that the majority of the attractions, superintendents and entertainment were booked except for some new ideas for the second weekend of the fair such as cornhole tourney in MPA and Ribfest in the Attraction Zone after the Pepsi Main Stage series ends on Sunday. Demo Derby has been moved to second Saturday with Dirt Drags now taking place first Saturday afternoon which reduces conflict with championship Livestock shows and potential new Celebrity Showmanship show after the Premium Auction on Sat. evening so board can support these shows while also helping spread out the peak demo derby and other crowd on first Saturday night to second weekend.

Dickerson said Bauman reports to marketing team that she is ahead on Pepsi Main Stage entertainment/band bookings. Dickerson shared that the Swine and Sheep Open Shows would have new Supt. Harry Muhlbach as last year's Supt. has a conflict this year. Open Poultry Supt. this year will be Vicki Gilliam. Open Rabbit Supt. Michelle Huber has agreed to run the show again with the board in last meeting making air-conditioned Exhibit Hall available on the 2nd Saturday.

Dickerson mentioned a request from 4-H Rabbit Supt. Mark Hurt for a new large "Big Ass" ceiling fan over the rabbit section in Pavilion 1. The board agreed with Dickerson's recommendation to table this request due to lack of time and funds to complete before the 2020 fair as well as wanting to see the rabbit numbers go up before making this investment after a significant drop in 2019. Dickerson will add this request to the Phase 3 wish list.

Extension Update – Karen Wobig – Wobig mentioned that Extension Publication & Media Assistant Vicki Jedlicka was very complimentary about the timeliness and thoroughness of Dickerson and staff in

giving 2020 Fair Book information. She knows there is discussion on the look of the cover and 150th anniversary fair logo treatment and will leave it to Dickerson and Jedlicka to optimize for this year.

NHSFR Report

Rook gave a brief update on the NHSFR construction. Said that the 36 grandstand footings were now in and curing with next step for the out of town crew to return to erect the metal structure, roof and seats in a concentrated construction period anticipated to start sometime in February. Said the budget had been updated to reflect an overage on the grandstand due to finding old drain tile in grandstand footings area that had to be worked around. There were savings in other areas such as electric/water overtime labor was not used as budgeted to finish the trenching of lines in the new campground so Rook updated the budget and still maintaining similar contingency while continue to finalize other budget spends.

Rook said he, Kraeger and Dickerson were attending the NHSRA Mid-Winter meeting in Biloxi, Mississippi to do final presentation to Sites Committee on preparations and to take questions from all 50 State/Province National Directors as well as from NHSRA office staff.

Managing Director Report (Dickerson)

Dickerson updated the board that the blackout week previously approved by board to close LEC so all staff can have a real opportunity to take their vacation/comp time after a busy growth year in 2020 had been moved from November when the operations team has to be working on Farm Show setup duties to week of December 21st before end of December holidays.

Dickerson mentioned that new Food & Beverage Manager Lisa Bunch who worked the Farm Show and a banquet in early January had accepted this new position replacing Lois Hartzell who is now Accounting Manager. Bunch has culinary training and nearly 30 years experience running for Ameritas employee cafeterias and at a local country club with similar events/banquets up to 1800 people like LEC does.

Dickerson presented a list of excess vacation and comp time for staff members that couldn't get them used up in 2019 to be extended to be used by the end of December 2020. Cooper moved and seconded by Rawlinson that this be approved with note to staff that there is no intention from the board to provide the same exception next year so they are encouraged to use up their excess vacation and comp time in 2020. Passed 7-0.

LEC Event Booking Policy. Dickerson presented a draft of event booking policy for the board to read over and consider for future discussion and approval. This is a standard practice of event facilities to clarify their priorities and policies when they receive more requests than there are spaces available which is happening in really every month on the LEC calendar. Staff looked at several other facilities around the country to develop this draft as well as considering LEC's unique mission and event base.

Other Business. None

Communication from the public (5 minute limit per person): None

Executive Session. It was moved by Cooper and seconded by Suing to go into Executive Session at 9:32 pm to discuss event contract matters. Motion passed 7-0. It was moved by Dowding and seconded by

Swanson to move out of executive session at 10:05 pm. Motion passed 7-0.

It was moved by Rawlinson and seconded by Swanson to adjourn at 10:06pm. Voice vote passed.

Respectfully submitted by:

Amy Dickerson – LEC Managing Director (fill in for Secretary Bauman traveling)

President Ronnau

Vice President Dowding