

**NCW Fair Board Meeting
Thursday, April 13, 2023**

Members Present		
<input type="checkbox"/> Christy Asmussen <input checked="" type="checkbox"/> Adam Foged <input checked="" type="checkbox"/> Julia Goodman <input checked="" type="checkbox"/> Leon Grant <input checked="" type="checkbox"/> Heidi Hedges	<input type="checkbox"/> Chance Landon <input checked="" type="checkbox"/> Becky Matthiesen <input checked="" type="checkbox"/> Marie Overton <input checked="" type="checkbox"/> Bill Schneider <input type="checkbox"/> Jesse Shafer	<input checked="" type="checkbox"/> Jamey Jo Steele <input checked="" type="checkbox"/> Margaret Viebrock <input checked="" type="checkbox"/> Lori Beidler <input checked="" type="checkbox"/> Ann Whitehall <input checked="" type="checkbox"/> Sheri Bock
Staff	<input checked="" type="checkbox"/> Carolyn Morley <input checked="" type="checkbox"/> Nicole Sanders	<input type="checkbox"/> Ashley Freeman <input checked="" type="checkbox"/> Ramon Ramirez
Guests	<input type="checkbox"/>	<input type="checkbox"/>

Adam called the meeting to order at 6:01 p.m. He mentioned that if you have items to be added to the agenda, please do so.

Sheri moved, and Becky seconded the motion to approve the minutes from the meeting held on February 9, 2023, as presented. The minutes were emailed to all Board members previously. It passed unanimously.

Carolyn gave a brief overview of the financial report. Tickets are selling for all upcoming entertainment events. Other than that, there is not much activity in the accounts.

Old Business

1. FOF Crab Feed

- Auction results: Total for the event was \$101,082.
 - Silent auction \$17,367.
 - Live auction \$68,500.
 - Raise the paddle for arena dirt \$14,000.
 - Card raffle \$1,040.
- Suggestions for the 2024 event
 - Coming from the auctioneer
 - Too many chiefs.
 - Use of bona fide spotters could improve auction results.
 - MC plus auctioneer for the evening, working closely together; communication is key.
 - Use of paddles for bidders; have available for bidders to number (not all attendees bid during the live auction).

2. Upcoming NCW Fair workdays and brief Waiver discussion

- Please text or email Ramon if you are available for the workday on April 29.

- There is a Waiver (liability) was briefly discussed. The Waiver will be distributed to all Board members, barn superintendents, etc. Please read, sign, and return to Carolyn.

3. Fair Budget

- Carolyn provided a brief discussion of the budget process.
 - When it is presented to the Board of Commissioners (mid-September).
 - How and when to inform her of upcoming financial needs (as soon as possible; does not mean that it will be approved, but at least she will be aware of the need) to inform her of upcoming needs).
 - Budget is finalized, minor adjustments can be made in December with Commissioner approval.

4. Friends of the Fair Board (2) Open Positions.

- Open to all past Fair Board members, Staff, and Management.
- If you are interested, or know of someone who is, contact Carolyn for further information.

5. WSFA, Super School, (March 25)

- Thank you to Lori, Heidi, and Betsy Schweitzer for attending this event. Lori provided the following information:
 - The State Vet says avian flu is still a huge issue this year.
 - Preparing for the Black & White award for barn superintendents was discussed. Our Fair is due for an inspection this year by the Fair Commission. We need to make significant improvements in the areas under which we are assessed as it affects the amount of funding that can be received annually.
 - Focus on Ag Education; could use QR codes in barns.
 - Use of People's Choice Awards for barn presentation/activities; competition between all barns with potential for a prize to be awarded that could be used for improvements within the barn (would need to obtain sponsorship for this).
 - Scorecard: this is an evaluation year, so we need to improve
 - Regarding the Good/Bad/Ugly of exhibit guides, it was discussed we could include links within our premium book on our website to specific divisions or classes. Lori volunteered to work on this once the update to the premium book has been completed.

New Business.

1. Committee Reports:

- Livestock Committee:
 - Working to finalize the set-up of Fair Entry for use this year to have available for on-line registration, etc.
 - Julia provided contact information for Jerrod Alcaida as potential goat judge.

- The two interior race barn buildings will be burned (a multi-agency training exercise by local fire departments) on April 29.
- Backdrop for exhibitors to take pictures with (or without) their animal or other exhibits was presented. It would be 12' x 8'. Further information will need to be made available (who to sponsor/donate; mobile or not, where to put it and how many). Rules governing animals at our Fair require that they remain within the confines of the barns and/or show arenas. They are not to be removed at any other time other than exercise times for horses. As such, it would be necessary to have multiple backdrop sites. Carolyn and Sheri will review options during the workday on April 29.
- Race & Rodeo: Nothing much going on right now.
- Entertainment:
 - Ticket prices were increased by \$5 for this year's concert to \$50 for grandstand seating and \$60 for the dirt track. People are already purchasing them. This was necessitated by the cost for the artist.
 - The Big Air at the Fair ticket price is \$20. The cost for this event is less than for the concert artist. This event will be held Thursday evening during the Fair.
 - Dueling Piano tickets are 75% sold. Attendance at this function is limited to the age of 21+ because alcohol will be available for purchase.
- Operations:
 - We need to find ways to better support Marie and the barn superintendents.
 - The binder project is nearing completion.
 - Carolyn created a job description for barn superintendents.
 - We need to find barn supers for various still life divisions. Everyone was encouraged to work toward solving this dilemma.

2. **Dueling Piano Event (May 20):**

- The Rodeo Committee members will operate the bar.
- Volunteers are needed; if you can assist with this event, please contact Carolyn.

3. **Beer Garden Services – Changing Service Provider**

- Carolyn reported that they are considering options for beer garden services. Decisions will be based upon:
 - Return to NCW Fair
 - Licensing
 - Security
 - Benefit to our grounds
 - Avoidance of encouragement to binge-drinking

4. **Justin Boots Award**

- Carolyn reported that she applied a year ago for a grant from Justin Boots for this award, which was granted. She also applied for a similar grant for this year. It was decided to have the recipient attend the next Board meeting to receive the award for 2022.

5. **Department of Agriculture – Evaluation Committee.**

- All Directors were asked to go through the form so that we are aware of how we will be evaluated. We need to review it from the standpoint of what we are doing AND what do we need to do to improve what we have been doing.
- We need to scrutinize both sides of the Fair, the Open Class still life and all Livestock.
- Something else to consider; who can help us?
- The Evaluation Committee was formed to begin this process. The Committee will meet, make recommendations, and review it with Marie (oversight for Open Class Still Life departments) and Ann Whitehall (Chairman of the Livestock Committee), who will review it with the Livestock Committee. Members of the Evaluation Committee are:
 - Bill Schneider
 - Heidi Hedges
 - Julia Goodman
 - Leon Grant

6. **Fair Theme 2023.**

- After considerable discussion and a vote, the theme chosen for the 2023 NCW Fair is “Take me to the County Fair”.

7. **OPEN Superintendent Positions**

- We do not currently have barn superintendents for Baking, Horticulture, Floriculture, Arts & Crafts, and a Co-Super for Fabric Arts. Carolyn has prepared a job description for the position of Barn Superintendent, which will be finalized and published. Everyone was asked to aid in the effort to fill these positions.
- Some questions/suggestions:
 - How do we find them?
 - Creation of a job description will help to get the word out.
 - The creation of Barn Superintendent binders will aid in detailing duties, responsibilities, and expectations. This project is nearing completion.

8. **Additional ideas to create interest in increasing exhibits**

- Carolyn mentioned her desire to create a Class within the Open Class Sewing division for an Open Class style show.

- Carolyn mentioned that she would like to have a zucchini car race competition for exhibitors entering a car made from zucchini. She asked if anyone would be willing to help her out in making a car “track” for this purpose.

With no further business, the meeting was adjourned at 7:48 p.m. The next Board meeting will be held on May 11 at 6:00 p.m.

Ann Whitehall, Secretary