**Call to Order:** Chairman Faron Wahl called the meeting to order. The roll call was called, and a quorum was present.

Members present: Faron Wahl, Gary Sharp, Jo Beal, Denise Muntefering, Justin Bell, Scott Cordts, Erin Yost, Amanda Stade, Judy Stevens, Sherman Gose and Dusty Anderson.

Others present: Secretary Hunter Roberts, Brian Faris, Peggy Besch, and Candi Briley. Remote include Matt Hammer, Ryan Budmayr, Bob Mercer and David Smith.

1. **Approve Agenda – Additions/Changes:** Anderson made a motion; seconded by Gose to approve the agenda with adjusting the agenda to move item 6B to the top of the agenda as a courtesy to Hammer and Budmayr; motion carried by roll call vote.
2. **Approval of October 17, 2023, Minutes:** Motion was made by Bell; seconded by Beal, to approve the minutes from October 17, 2023; motion carried by roll call vote.
3. **Public Comment Period:** None.
4. **DEX Update:** The second set of bleachers have been installed. The DEX Manager position has closed with 49 applicants. Confirmed a PRCA Rodeo for March 1-3, 2023. Governor’s Ag Summit will be held in June.
5. **SHED Update:** The SHED project is not in the Governor’s budget. However, DANR will be drafting a bill to request other fund spending authority so it will go through the legislative process.
6. **2023 SD State Fair:** 
   1. Grandstand entertainment start times: Members briefly discussed pros and cons of changing the start time of the acts in the grandstand from 7pm to 7:30pm or 8pm to allow more time for vendors to attend shows. Staff will discuss further and make the decision.
   2. Grandstand entertainment survey: The State Fair recently commissioned a study from Lawrence & Schiller to aid in selection of grandstand entertainment as it relates to ticket pricing. Representatives Matt Hammer and Ryan Budmayr from Lawrence & Schiller presented the findings. In summary:
      * State Fair Experience
        + Attendees report the food, livestock shows and concerts are fair favorites.
        + The experience is a communal experience – tradition and people are the drivers for repeat attendance.
      * Concert Attendance
        + Overall, participants reported willingness to pay more for more well-known artists at the State Fair.
          - 50% of participants made a selection in the $150-200 price point.
          - High-end, modern country artists were most frequently selected at the highest price points.
      * VIP Experience
        + Participants focused on options that would make the experience more exclusive.
        + The current offering scored well, but other hypothetical options scored similarly.
        + Evidence that there is an opportunity to evolve the VIP experience and pricing.
7. Extending start of the fair: Besch stated the fair is moving forward with changing Preview Day to the official start date of the fair. This change must go through the Legislative Rules process. Nothing will be final until that process is complete in March/April 2024.
8. Animal Welfare: Anderson stated a small group of people will be getting together to review and discuss barn rules/etiquette and animal husbandry to determine if any changes need to be made.
9. Other: Besch mentioned staff is working on a “Year in Review” document that can be used for historical purposes but also as a means to share the State Fair and the fairgrounds story.
10. **4-H Update:** Stade reported the livestock committee recently met and talked about many positive improvements on the fairgrounds including the dairy cattle wash rack, new paint in 4-H Livestock Complex, new sheep pens and how they appreciated the early release of livestock at this year’s fair due to the heat. They also discussed items of concern and suggestions for improvements including narrowing up the alleyways in 4-H Livestock Complex to adding more pens (too wide), more barricades for traffic control at 4-H Livestock Complex, and vet checks of livestock upon arrival.
11. **Non-Fair Time Activities**: Karen New Year Celebration January 13 and Winter Fest January 20. Agtegra Planting Clinic in February. Also working on proposals for a couple of national events.
12. **Maintenance and Repairs:** No report.
13. **Commissioner or Manager Reports:** Wahl stated a group of community leaders, local legislators, and a couple of representatives from the State Fair and State Fair Foundation recently met to continue discussions about the fairgrounds, community support, the DEX and SHED, and future events. It was suggested a committee be established to research and explore events and activities that could potentially take place in the grandstand for greater usage. If any commissioners are interested in serving on the committee, they are to reach out to Wahl. Members also briefly discussed the feasibility of obtaining an electronic billboard/Daktronics sign.
14. **Executive Session:** None.
15. **Adjourned.**