



SD STATE FAIR COMMISSION MINUTES



Tuesday, April 19, 2022, ● 1 PM CT
Nordby Exhibit Hall, SD State Fairgrounds

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

Members present: Faron Wahl, Dusty Anderson, Amanda Stade, Erin Yost, Gary Sharp, Scott Cordts, Jo Beal, Justin Bell, Denise Muntefering, Tom Harmon, Loren Noess, and Jamie White.

Staff members present: Peggy Besch, Candi Briley, Julie Kropuenske, and Linda Traver.

Others present: Bob Mercer.

1. **Approve Agenda:** Besch requested to add Avian Influenza as item 6H. Bell made a motion to amend the agenda with the addition, seconded by Anderson; motion carried. Motion to approve the agenda as amended was made by Bell, seconded by Sharp; motion carried.
2. **Approval of February 15, 2022, Minutes:** Motion was made by Sharp, seconded by Cordts to approve minutes; motion carried.
3. **Public Comment Period:** There were no public comments.
4. **Strategic Plan Review:** Standing agenda item.
 - Goals
 - Maximize gate efficiencies to support increased fairgoer attendance: Continue to work with Etix on the addition of a few ticketing kiosk systems.
 - Define and secure financial resources to support ongoing staffing needs: Work in progress within DANR.
 - Build and strengthen new strategic partnerships: Have identified a possible new partner and have reached out to begin conversations about future opportunities.
 - Increase daily attendance by 5% year over year.
 - Triple non-fair revenue.
5. **DEX Update:** Besch explained the DEX continues to be a work in progress. The bidding project is complete. There are a couple of packages where no bids or quotes were received so currently working through that challenge. Office of State Engineer and the project management company is reviewing and in the process of awarding bids. At this point in time, they do not anticipate any changes in the project schedule.

6. **2022 SD State Fair (September 1-5)**

- a. **Open Class Sheep and Beef Show:** Committees for both groups have been meeting to work through details for the 2022 Open Class Shows. Both species will use the 4-H Livestock Complex with sheep showing on Saturday, August 27 and Sunday, August 28, and beef showing on Tuesday, August 30, and Wednesday, August 31. There are many logistics to work through but both committees are doing a fantastic job making the best of the situation and working together to ensure the best outcomes given the situation.
- b. **Camping/Livestock & Competitive Exhibits:** Besch provided an update on behalf of Jeannette Linke, Camping and Competitive Exhibits Coordinator:
 - Camping
 - Reservation Renewals: Camping renewals are complete.
 - 60% paid with check and 40% paid with credit card (about 18% of the transactions were done via the new online payment system which is much more efficient.
 - Lottery: There was one site on grounds and three in Gate 13 with pedestals that were entered into the lottery.
 - New Reservations: Begin today with just under 100 available in Gate 13, and approximately 50 available in Gate H (for reference, we had 154 new reservations made last year).
 - Exhibits:
 - Exhibitor Books are posted, and entries opened on April 1. Static Entries close on July 31, and Livestock closes on August 1, with some species allowing late entries
 - To create further efficiencies, we are transitioning Draft Horse entries to online like all other species. Still ironing out a few details with that with some involved in the Draft Show but will be open for entries soon.
- c. **Vending:** Kropuenske reported she has sent out 240 contracts with approximately 150 returned. Also working on vendors for Wheel Jam. There was a brief discussion about revisiting the use of golf carts for vendors and strengthening the language regarding that they are to be used for vendor/concession purposes only and only during vendor/concession hours of operation.
- d. **Admission Fees:** Besch reported she continues to work through the Administrative Rules process on the proposed admission fee increase. A public hearing was held at 9am today with no opponent testimony. The deadline for written testimony is April 29. The Interim Rules Hearing is June 7.
- e. **Entertainment:** Briley gave an update on some of the confirmed entertainment. VIP ticket sales begin June 6 followed by Backrest ticket sales June 13. Friends of the Fair ticket sales are June 16-17 with public ticket sales June 21.
- f. **Safety and Security Measures:** Besch explained she is working with SD Department of Public Safety/Emergency Management on some grandstand evacuation and crowd control training. Also exploring some active shooter training.
- g. **Employment/Job Openings:** Besch reported with regret, that after 25 years of service, Linda Traver will be retiring in October. She also mentioned the Beer Garden Superintendent also submitted his resignation effective after the 2022 State Fair. The Gardner position(s) are still vacant as well.

- h. **Avian Influenza:** Besch reported she has had conversations with the SD Animal Industry Board regarding the Avian Influenza and how that might impact the 2022 State Fair. At this time, no action will be taken as there is a good chance the virus will cease once the weather warms up. Will continue to monitor.
7. **4-H Update:** Stade reported the State Fair books are now available online. They increased entry limits except for livestock due to space restrictions. They are making some changes to robotics and engineering. New this year will be a premiere livestock and exhibitor award.
8. **Non-Fair Time Activities:**
- Wheel Jam: June 2-5. New website.
 - SD BBQ Championships: June 3-4
 - Races: April 30, June 2 and 4, July 4, August 20
 - Agtegra Customer & Employee Appreciation: August 5-6
 - Backyard Project: Awarded a grant from Huron Youth Leadership Council and the Wing's Foundation through the Huron Community Foundation.
 - Surplus Auction: April 29
9. **Maintenance & Repair Projects:** Besch reported on the following:
- 4-H Livestock Complex: Work will begin soon to include repairs to the concrete around the footings and painting.
 - Women's Building: Work has begun on upgrading the lighting and electrical.
 - Dakotaland Museum: Tuckpointing. Work in progress.
 - Grandstand Way: New waterline.
 - Adopt a Garden: A new program seeking individuals or organizations to adopt a garden on the fairgrounds to help plant, weed, and care for plants and flowers.
10. **Executive Session:** Motion was made by Yost, seconded by Anderson to enter executive session to discuss contractual matter.
11. **Adjourned.**