



SD STATE FAIR COMMISSION AGENDA

Tuesday, April 19, 2022, • 1 PM CT
Norby Exhibit Hall, SD State Fairgrounds



Anyone wishing to participate via telephone conference call should contact the South Dakota State Fair at 605.353.7340 no later than 3 PM Central Time on Monday, April 18, 2022.

Call to Order and Roll Call

1. Approve Agenda - Additions/Changes
2. Approval of February 15, 2022, Minutes
3. Public Comment Period
4. Strategic Plan Review
 - Goals
 - Maximize gate efficiencies to support increased fairgoer attendance.
 - Define and secure financial resources to support ongoing staffing needs.
 - Build and strengthen new strategic partnerships.
 - Increase daily attendance by 5% year over year.
 - Triple non-fair revenue (longer term goal).
5. DEX Update
6. 2022 SD State Fair (September 1-5)
 - a. Open Class Sheep and Beef Show
 - b. Camping/Livestock & Competitive Exhibits
 - c. Vending
 - d. Admission Fees
 - e. Entertainment/Ticket Sales
 - f. Safety Measures
 - g. Employment/Job Openings
7. 4-H Update
8. Non-Fair Time Activities
 - Wheel Jam
 - SD BBQ Championships
 - Racing Program
 - Agtegra Customer & Employee Appreciation
 - Backyard Project
 - Surplus Auction
9. Maintenance & Repair

10. Commissioners or Manager Reports

11. Executive Session (if applicable): Move for executive session pursuant to SDCL 1-25-2(3) to discuss contractual matter.

12. Adjournment

This meeting is being held in a physically accessible place. Individuals needing assistance, pursuant to the Americans with Disabilities Act, should contact the South Dakota State Fair at 605.353.7340 in advance of the meeting to make any necessary arrangements.