



## SD STATE FAIR COMMISSION MINUTES



Tuesday, February 15, 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, Sherman Gose, Jo Beal, and via conference call Justin Bell, and Denise Muntefering.

Staff members present: Peggy Besch, Candi Briley, Julie Kropuenske, and Jeanette Linke.

1. **Approve Agenda:** Motion to approve with the agenda was made by Sharp, seconded by Anderson; motion carried by roll call vote.
2. **Approval of October 19, 2021, Minutes:** Motion was made by Yost, seconded by Cordts to approve agenda with a correction noted that Gary Sharp was in attendance; motion carried by roll call vote.
3. **Public Comment Period:** There were no public comments.
4. **Election of Officers (Chair and Vice Chair):** Yost nominated Wahl as Chair; it was seconded by Beal. Sharp made a motion for nominations to cease; Yost seconded; motion carried by roll call vote. Wahl abstained. Gose nominated White as Vice Chair; it was seconded by Anderson. Sharp made a motion for nominations to cease; seconded by Yost; motion carried by roll call vote.
5. **Strategic Plan Review:** After much discussion, it was determined to put the primary focus on goals #1, #2, and #3 for this year. These will stay on the agenda moving forward to ensure discussion.
  - Goals
    1. Maximize gate efficiencies to support increased fairgoer attendance.
    2. Define and secure financial resources to support ongoing staffing needs.
    3. Build and strengthen new strategic partnerships.
    4. Increase daily attendance by 5% year over year.
    5. Triple non-fair revenue.
6. **DEX Update:** Besch explained the DEX continues to be a work in progress. General information includes:
  - 150,000 sq. ft. main building.
  - Able to house 1,700 head of cattle or two rodeo arenas.
  - The prefabricated metal building was ordered last September.
  - Remaining elements going out for bid in early to mid-March.
  - Substantial completion is June 2023.
7. **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 much 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:** Linke stated camping letters have gone out, and explained she worked with Etix (our ticketing agency) to allow for online payments. Besch commended Linke's efforts stating it has created several efficiencies and people are much appreciative to have that option. In addition, Linke has gone through all the Competitive Exhibit books giving them a fresh new look as well as editing all of them for consistent style and form. Also address some inequities in fees.
  - c. **Vending:** Kropuenske reported she has sent out 275 vendor renewals with 191 returned thus far. She has also started working on vendors for Wheel Jam. Besch mentioned that Kropuenske has been instrumental in figuring out the QuickBooks program to aid Linda Traver with the foundation financials. This has been invaluable as it relates to tracking the DEX donations as well.
  - d. **Admission Fees:** Besch hopes to present the proposed admission fee increase at the next Administrative Rules Review Committee. The meeting has not yet been scheduled but they traditionally meet in March following session.
  - e. **Entertainment:** Briley gave an update on some of the confirmed entertainment. The first grandstand act will be announced on February 24.
  - f. **Department of Corrections (DOC) Community Service Program:** Besch explained that DOC has been advertising for an overnight correctional officer to service the State Fair for the 2022 summer and fall season to no avail. As a result, a request was submitted and confirmed to house the inmates at the Beadle County Jail. Several concessions will have to be made (number of inmates, days, etc.) but we are extremely grateful we have this option available. On the days and weekends where inmates are needed, DOC will provide an officer for overnights.
  - g. **Scratch Lottery Ticket:** Besch mentioned that Bob Mercer suggested to explore having a scratch ticket to promote the fair. Briley has been working with SD Lottery to make this happen. It will be for promotional purposes only (no revenue attached). She also explained there will be a couple discount programs to go along with it.
  - h. **Safety and Security Measures:** Besch explained she is drafting an Animal Welfare Plan that outlines standards and expectations regarding the wellness, care, and safety of animals at the State Fairgrounds. The document will be reviewed by several people including representatives from the SD Animal Industry Board. Other measures being explored are crowd management training and evacuation training.
  - i. **Mural:** A mural artist will be part of the 2022 State Fair. Besch is looking for ideas for placement and design.
8. **4-H Update:** Stade reported that Kasee Hieb has been hired to fill the Agri-Workforce Coordinator position which will be a great help with State Fair planning. August 9<sup>th</sup> is the deadline for entries. They are also reviewing entry numbers for the Nordby Exhibit Hall to find a balance.
  9. **Non-Fair Time Activities:** Besch reported on some upcoming events including Wheel Jam the first weekend in June.
  10. **Adjourned.**