



SD STATE FAIR COMMISSION AGENDA

Tuesday, July 19, 2022, ● 10 AM CT
Nordby Exhibit Hall, SD State Fairgrounds



Anyone wishing to participate via telephone conference call should contact the South Dakota State Fair at 605.353.7343 no later than 3 PM Central Time on Monday, July 18, 2022.

Call to Order and Roll Call

1. Approve Agenda - Additions/Changes
2. Approval of June 21, 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. Camping/Livestock & Competitive Exhibits
 - b. Vending
 - c. Entertainment/Ticket Sales
 - d. Open Class Sheep and Beef Show
 - e. VIP Lounge
 - f. First Dakota Football at the Fair: SDSU-Iowa Watch party
 - g. Pest Control
 - h. Livestock Trailer Parking
 - i. Labor/Employees
 - i. DOC Community Service
 - ii. Credentials/ID
 - j. Friday Wear R.E.D. Day
 - k. Mural Art and Monster Mural
 - l. Commission Assignments
7. State Fair Logo
8. Sheep Barn
9. 4-H Update

10. Non-Fair Time Activities
 - a. Upcoming Events
 - b. National Rambouillet Show
11. Maintenance & Repair
12. Commissioners or Manager Reports
13. Executive Session (if applicable): Move for executive session pursuant to SDCL 1-25-2(3) to discuss contractual matter.
14. 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.