



SD STATE FAIR COMMISSION MINUTES



Tuesday, June 21, 2022, ● 10 AM 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, Erin Yost, Gary Sharp, Scott Cordts, Jo Beal, Denise Muntefering, Tom Harmon, Loren Noess, Jamie White, Sherman Gose, and Justin Bell (via phone).

Staff members present: Peggy Besch, Candi Briley, and Julie Kropuenske (part of the time).

1. **Approve Agenda:** Anderson requested to add Pickup Promotion as item 6G and Gophers as item 6H. Sharp made a motion to amend and accept the agenda with the addition, seconded by Muntefering; motion carried with roll call vote.
2. **Approval of April 19, 2022, Minutes:** Motion was made by Noess, seconded by Beal to approve minutes; motion carried with roll call vote.
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. Looking at adding to four, possibly five gates.
 - Define and secure financial resources to support ongoing staffing needs: The Office of the Secretary is in the process of writing a job description for a sales/marketing position to promote the DEX and the State Fairgrounds. While this is still work in progress, currently the plan is for the job posting to allow for the position to be based in existing DANR offices in Huron, Pierre, Sioux Falls, or Rapid City with the expectation that whoever fills the position will be at the fairgrounds on a regular basis.
 - Build and strengthen new strategic partnerships: Besch mentioned a handful of new relationships that have developed into new sponsors for the 2022 fair.
 - Increase daily attendance by 5% year over year: Ongoing efforts.
 - Triple non-fair revenue (long term goal): No discussion.
5. **DEX Update:**

Site utility installation will start this week and continue until approximately early August 2022. Work there will transition into overlot grading and concrete surfacing install (curb, gutter, sidewalks, and paving). Structural excavation, foundations and backfill activities will continue until mid-July, which will then transition the work vertical with the start of CMU walls on the pre-function space. Intermediate activities will include underground plumbing in the pre-

function space. The relocation of electrical power services are beginning and will continue sporadically until early August. The goal continues to be to have Livestock Avenue and 2nd Street back to a usable and safe surface by the fair. Work will taper down ahead of the fair with a break for the fair, then continue with site and building activities shortly after.

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

- a. **Bob Duxbury Award:** Members cast their ballot to select the recipient for the 2022 Bob Duxbury Award.
- b. **Camping/Livestock & Competitive Exhibits:** No report.
- c. **Vending:** Kropuenske reported she has 227 contracts and waiting on others. She also reported there was a record number of vendors for Wheel Jam, all of which were very happy with the attendance and outcome.
- d. **Admission Fees:** Besch reported she and Wahl attended the Interim Rules Hearing on June 14. The Interim Rules Committee voted to revert the rule to increase admission fees back to DARN and stated the request should have been presented to the Appropriations Committee during the budget process.
- e. **Entertainment/Ticket Sales:** Briley gave an update on some of the confirmed entertainment. VIP tables are sold out. Concert tickets just went on sale to the public today. Gate admission tickets will go on sale early July.
- f. **Safety and Security Measures:** Besch reported the staff continues to work with SD Department of Public Safety/Emergency Management on some grandstand evacuation procedures and discussions with key personnel. Also moving forward on installation of some security cameras.
- g. **Pick-up Promotion:** Anderson reported on a promotion First Dakota is doing as part of their 150th Anniversary Celebration which includes giving away F150 pickups. They are working with State Fair staff on giving away one of the pickups at the fair to a young adult, possibly during a concert. Nominations for candidates are on their website.
- h. **Gophers:** Members discussed the large gopher population and the issues that come with them (trip hazards, chewing through electrical wires, etc.). Besch stated they have someone trapping them but it's a slow process and can't keep up with them. Anderson and Besch will look into additional resources to reduce the population.

7. **State Fair Logo:** Besch reported the State Fair is getting a new logo which will be launched during the State Fair.

8. **4-H Update:** No report.

9. **Non-Fair Time Activities:**

- Wheel Jam: Event was a great success with some record attendance on Saturday and record number of exhibitors.
- SD BBQ Championships: Record attendance.
- Races: July 4, and August 20
- Agtegra Customer & Employee Appreciation: August 5-6
- Backyard Project: Work is underway. Hope to have some of the elements installed by fair time.

10. Maintenance & Repair Projects: Besch reported on the following:

- 4-H Livestock Complex: Repairs are in progress. Painting has started.
- Women's Building: Lighting and ceiling tiles are close to complete.
- Dakotaland Museum: Tuckpointing complete.
- Grandstand Way: Waterline is currently being installed.

11. Commissioners or Manager Report:

- Besch stated there maybe liquor sales available in the VIP lounge throughout the evening of the grandstand events.
- Briley reported there will be a new State Fair app.
- Briley reported the new scratch lottery tickets are now available at various retail outlets where SD lottery tickets are sold. The State Fair non-winning lottery tickets can be presented at the gates to receive \$1 off daily gate admission. There is also a second-chance drawing people can enter for some great prizes.

12. Executive Session: None.

13. Adjourned.