

## Brown County Fair Board

December 10<sup>th</sup>, 2025

The Brown County Fair Board meeting was held in the Brown County Courthouse basement on December 10<sup>th</sup>, 2025. President Nancy Radke called the meeting to order at 6:30 p.m. and the Pledge of Allegiance was led by Dwight Guthmiller.

Fair Board members present were Conald Burgard, Payton Carda, Aaron Dosch, Dylan Frey, Joel Green, Dwight Guthmiller, Nicole Hansen, Kevin Heinrich, Samantha Hockenbrock, Trevor Meints, Brodie Mueller, Terry Nash, Nancy Radke, Jeff Swingler, and Joyce Voeller. Excused members were Nichole Hacker, Jeff Kippley, Katie Moulsoff, Eric Pigors, Rhonda Retzlaff, Alley Shelton, and Dan Stevens.

Also in attendance were Brown County staff members Rachel Kippley, McKenzie Bierman, Misty Dosch, and Sarah Hartje.

Visitors were Laura Siefkes and Greg Markley of the Brown County Fair Foundation.

Terry made a motion to approve the minutes of the previous meeting with the addition of Kevin Heinrich's name to the list of Board members present and the removal of Cheryl Carlson's name from the list of Foundation Hall of Fame inductees for 2026. This motion was seconded by Conald, approved.

Opportunity for Public Comment: None.

Trevor moved to approve the Treasurer's Report, seconded by Joel. Approved.

The communications folder was sent around for all to view.

Foundation Report: The most recent meeting was held on December 3<sup>rd</sup>. They had discussed moving the 5k that is currently held the Saturday of the Fair to the Saturday prior to the Fair instead, as they believe that they'll get significantly more involvement. The Foundation would like the Board's approval of that move. No members were opposed; it can be moved if they would like. Parking lot signs are 80% complete with 10 yet to be sold, let Greg or the office know of anyone that's interested in those remaining. The Hall of Fame banquet is April 11<sup>th</sup> in the Expo, ticket prices are not yet finalized, and Bullarama will take place on April 17<sup>th</sup> and 18<sup>th</sup>. Laura wanted to get some clarity as to where the VIP parking lot will be next year so they can begin to promote: spots will be east of the handicapped parking lot and each VIP spot will be numbered. The Foundation is willing to run this parking on Monday night since Gate E is not manned until Tuesday. No price is set yet, and it's likely that the parking spot will also include something additional (HOF banquet tickets, swag, etc.) to sweeten the deal. There will be plenty of signage up denoting the new VIP parking.

Commissioners' Report: None.

4-H Report: Misty presented Becca's report, which was that there is plenty going on even though it's the beginning of the 4-H year, lots of excitement and conferences and opportunities for 4-Hers. She did want to thank the Fair Board for their continued support of Brown County 4-H and helping make the Fair such a memory for the kids.

Rachel's report: There will be new signage going up in the Expo, 5-year contracts for \$2,000. Recently attended Heartland Convention and IAFE in Denver, learned lots of things: questions you can ask about potential service animals, what's the best way to measure success of your Fair (not necessarily financial), and how to share Fair stories. Also met with many of our current vendors while at the conventions. Annexation of the Fairgrounds has been approved by all parties and will take effect April 1, 2026. Working with both Porter and Ellwein on alcohol options, especially since some product lines have changed hands. Also looking at a potential "fast pass" between Clubhouse, Grandstand, and Centennial Village that would count as ID for each place. A request to the Commission here at year-end will be to put the Fair's estimated profit of around \$400,000 into the improvement fund again, just like what was done last year. There are a few contracts going around in the Communications packet, and the 5-year strategic plan for the Fairgrounds was emailed out to all members. Always looking for new sponsors, but please coordinate with the office if you have someone in mind. Conklin Clinics will be joining as the 3<sup>rd</sup> sponsor of the Saturday night concert.

McKenzie's Report: Ticket sales went live on Cyber Monday and revenue has already surpassed \$22,000, these sales will close Christmas Day and re-open in March. Hive is our new email marketing platform that she has just started training with. Partners have been asked to submit their marketing proposals. The Fair will be doing a takeover of the Dakota News Now website tomorrow.

Sarah's Report: The Vendor master has been updated for 2026, and she is now working on vendor contracts, vendor manuals, and application updates. Updating the Fair website as much as possible. Ordered extra ribbons for CompEx since they were short this past year and there was still room in the 2025 budget. Will probably still order some pre-fair in 2026 to make sure we have enough.

Misty's Report: She has been working with the Foundation on their sign invoices and payments and is currently researching new volunteer signup platforms to replace SignupGenius. She submitted application for a scholarship to attend Zone 4, and took away a lot from her first Heartland Convention, including practical ways to use AI. On the 4-H side, she's working on recertifying the County's clubs, registering new members, updating the County 4-H website, and building packets for the new 4-H building.

Junior Fair Board: Dwight – No report.

Marketing: Brodie said that the concert announcements have gone well so far, and the next one is planned for Friday. Payton presented a contract with Ro-Sham-Bo to do the online marketing again this year for \$10,000, seconded by Dwight. Approved.

Buildings & Grounds: Trevor presented a contract with Home Clean Home to be the Sanitation crew again this year at a cost of \$21,000, seconded by Aaron. Approved.

Camping: Joel – No report.

Carnival & Vendors: Conald – No report.

Competitive Exhibits: No report.

Food: No report.

Friends of the Fair: Held a committee meeting ahead of the Board meeting tonight. The Volunteer of the Year award will still be a cutting board but with the Fair horsehead logo on it. Looking for a new volunteer platform to replace SignupGenius that might be more user-friendly, let Misty know if you have any suggestions.

Grandstand Entertainment: Dwight said that there should be an announcement out on Friday for the next headliner if all goes well.

Livestock: Dylan said that there will be a committee meeting sometime in January.

Rodeo: Dylan – No report.

Special Events: Terry presented a contract for Jodie Smalley for 2 fire shows and 2 hours of stilt walking shows and 1 evening fire set each day Wednesday through Saturday for \$5,000. Seconded by Conald, approved. A second contract was presented by Terry for Jurassic Bark for 3 shows per day every day of the Fair next year for \$11,000. Seconded by Conald, approved. Terry presented one final contract for ZZ3 to perform 2 shows per day on Friday and Saturday of the Fair for \$6,500 plus 2 hotel rooms for 3 nights. Seconded by Joel, approved.

Clubhouse: A security proposal has been sent out. The committee is working with the Special Events committee on potentially lining up some entertainment options.

Old Business: Those who went to the Heartland Convention were invited to share their thoughts and takeaways. Conald said he really enjoyed Ian Hill, said that he's a great speaker and all who can make it to his tour stop in Aberdeen this winter really should. Trevor found lots of great entertainment options for Special Events, and thought that the breakout sessions he attended were very informative. McKenzie noted that Rachel did win Fairperson of the Year at the Heartland Convention.

Trevor made a motion to enter executive session at 7:18 p.m., seconded by Brodie.

The Board exited executive session at 7:23 p.m. and President Nancy Radke declared the meeting adjourned.

The next meeting will be Wednesday, January 14<sup>th</sup>, 2026 at 6:30 p.m. in the Brown County Courthouse Basement.

Dylan Frey, Acting Secretary