

Alaska State Fair, Inc.
Board of Directors
Regular Meeting Minutes
August 5, 2021

Consent Agenda

1. Call to Order – Roll Call 7:00pm
Present: Bernier, Ortiz, Patrick, Randall, Harkey
Beus via Zoom, Brown absent
2. Approval of Consent Agenda
3. Approval of July 8, 2021 Regular Meeting Minutes
4. Approve Consent Agenda with the addition of 4-H under Information/Discussion Items and accept financial information as being in reasonable compliance as presented. MCU/Randall /Brown.

Information/Discussion Items

1. CEO Report
 - 6 events were held in August
 - Vendor buildings are starting to move in
 - Pass/Ticket Office is open
 - Met with state and government agencies for fire health and tax code compliance.
 - Recruiting for cashiers, ticket taker, ticket sellers, beer servers, and other part time positions is continuing.
 - Fair program is printed and being distributed this week. Promotions and marketing will ramp up this week along with press releases.
 - Press release for the Aftershock roller coaster received a lot of attention from the media and on social media. We received over 22,000 engagements and 800 comments on the first day. Inaugural ride event will take place on August 17 for press and board members.
 - We will be meeting with state health officials on a more frequent basis and updating the public on the safety measures we are taking.
 - TV spots start on Aug 9th, Fair ad will run through the Olympic closing.
2. Directors' Reception and guest list
Speaking order and presentation of awards was discussed.
3. Board Responsibilities during the Fair
Various duties and functions were reviewed.
4. COVID protocols
BOD was provided with information regarding additional measures being taken.
5. Brown advised BOD of new 4-H agent

Action Items

1. Approval of Resolution #2 Approve acquisition of an exact replica of a 1936 Colony Barn
Randall, Brown/MCU.

Executive Session

BOD went into executive session at 8:48 PM and came out at 9:04 PM. No action was taken.

Meeting adjourned at 8:45 pm.