

**Alaska State Fair, Inc.
Board of Directors
Regular Meeting Minutes
Craftsman House
September 21, 2023**

Consent Agenda

- 1) Call to Order – Roll Call 6:05 pm
Present: Harkey, Ortiz, Beus, Randall, Kenley, Petersen, Fischer
Via Zoom: Beus
- 2) Approval of Consent Agenda
- 3) Approval of August 10, Regular Minutes
- 4) Acceptance of Consent Agenda
Randall/Petersen/MCU: Approve Consent Agenda

CEO Report

- 4% increase overall in attendance,
- Weather impacted overall performance of Fair on at least two days with slight impact on 5 other days - 1.2 inches of rain in 2022 vs 2.7 inches in 2023 and 5 degrees warmer this year than in 2022.
- Grounds
 - Pre-Fair site preparation was completed on time, including Sluicebox elements
 - Grounds were kept remarkably maintained and clean despite employee shortage,
 - Restroom cleanliness also received high marks,
 - Horticultural displays and garden elements continue to be highly valuable in setting us apart and making the overall grounds more than just a Fair site.
- Entertainment
 - Stilt walkers were a crown favorite, and the overall entertainment package of continual free entertainment on stages and grounds met expectations,
 - Traditional attractions like the Lumberjack Show and Pig Races continue to attract big audiences,
 - Concerts - Quality and diversification of artist selection generated positive feedback.
- Exhibits
 - Most Exhibits had an increased number of entries,
 - Winning Pumpkin was not a record, but still 2023 lbs,
 - Winning Cabbage was 113lbs and cabbage entries were up to 33 entries,
 - In other categories, we broke 4 different state records,
 - Farm Building was a success with emphasis on first weekend paying off.
- France Equestrian Center
 - More events were held during the Fair dates than any other Fair over a 5-year period, with local 4H providing most of the free programming,
 - New sand in arenas allowed riding events to continue during wet weather.
- Grandstands
 - Sold out three Monster Truck shows and Demolition Derby,
 - Introduced an RC event on final day of Fair.
- Sponsorship/Community Affairs
 - Managed our highest number of sponsors with high sponsor satisfaction,
 - Borealis VIP Tent served as the central hub for sponsor interaction and client hospitality,
 - Hosted 2 major company picnics in Eckhart Garden and hosted one Rotary luncheon and one Chamber luncheon in our Events tent.
- Marketing
 - Social Media and Internet activity was up with a total of 29 million impressions,
 - Internet activity created positive actions of attendance and more...most notably saving the prizewinning bunny that had been stolen,
 - Communication team was exceptional in managing information as things changed from time to time.
- Overall Staffing
 - Our Fair is produced with a highly functional team of professionals,
 - They rallied to take a canceled show and put a new one on sale within 4 hours' time,

- Our newly created Major Incident Management Team was activated and worked well,
- Except for our final Saturday, Traffic and Parking issues in terms of delay of fairgoers was not a significant issue,
- Borealis Concert security was better than prior years,
- Crew responsible for event transition and banner installation were exceptional this year,
- On grounds EMS staff and system might be an industry best...Impressive!!

Action Items**1) Board Retreat**

Petersen/Randall/MCU: Schedule Retreat for November 2, 2023, starting at 12:00 pm

2) CEO Search Committee and Operations Ad Hoc Committee Closure

Kenley/Ortiz/MCU: Dissolve Ad Hoc CEO Search Committee and Operations Committee as tasks are complete.

Executive Session:

Board went into Executive Session at 7:58 pm. Came out at 8:30 pm. No Action Taken.

Meeting adjourned at 8:34 pm.