

Alaska State Fair, Inc.
Board of Directors
Regular Meeting Minutes
Craftsman
October 15, 2025

1. **Call to Order:** 5:00 pm
Present: Ortiz, Leifer, Petersen, Walker, Beus
Absent: Kenley, Fischer

2. **Video Presentation:**
 - a. Ortiz introduced Director of Marketing and Communications, Melissa Keefe who developed video which is aimed at promoting the Fair's mission. Board was encouraged to share it on social media in lieu of a television advertising budget. The project is designed for longevity and can be adapted for a variety of uses promoting Alaska State Fair, Inc.

3. **Consent Agenda**
 - a. Approval of October Minutes
 - b. Approval of Consent Agenda and Financial Report as being in reasonable compliance as presented. Leifer/Beus/MCU.

4. **Action Items**
 - a. Banking Resolution – New Authorized Signers
Petersen/Walker/MCU: to approve Banking Resolution to Authorize New Signers

5. **Information and Discussion Items**
 - a. Curtis asked for questions of his detailed monthly CEO report. Highlights included, but not limited to:
 - Installed Bright Up the Light displays before ground froze.
 - New Event Hall's first rental was Rasmusson Foundation.
 - Vendor storage inventoried.
 - Returning vendor database updated.
 - Held annual Post Fair Superintendent potluck.
 - Updating information to start budget process.
 - Begun work on securing entertainers for Yuletide Festival.
 - FEC Rental Schedule for 2026 is taking shape with spots filling up already.
 - Completed thank you cards for post fair follow up reports.
 - Annual Harvest Day big success at Rebarchek Farm.
 - Making initial offers on talent for our 2026 Borealis Concert Series
 - Establishing 2026 budget priorities.

Meeting adjourned at 5:52 p.m.