

Brown County Fair Board

April 8th, 2026

The Brown County Fair Board meeting was held at the Brown County Courthouse basement on April 8th 2026. President Nancy Radke called the meeting to order at 6:30pm. The Pledge of Allegiance was led by Dan Stevens.

Fair Board members present were Aaron Dosch, Dylan Frey, Joel Green, Dwight Guthmiller, Nicole Hansen, Kevin Heinrich, Samantha Hockenbrock, Katie Moulsoff, Brody Mueller, Eric Pigors, Nancy Radke, Alley Shelton, Dan Stevens, Rhonda Retzlaff, Payton Carda, Terry Nash, Joyce Voeller, Conald Burgard, Jeff Kipley, Jeff Swinger and Trevor Meints (via phone)

Also in attendance were Brown County Fair staff members Rachel Kipley, Mackenzie Biermann, Sarah Hartje, Misty Dosch, Brown County 4-H Youth Educator Becca Tullar, and Brown County Commissioners, Dwayne Sutton and Drew Dennert.

Visitors were Patricia Kendall, Museum Director, and Greg Markley with the Fair Foundation.

Patricia Kendall, the Museum Director, and the co-chairperson for the America 250 committee of Aberdeen inquired about holding a Plein Air art competition at the fair. It will take place on August 13th at the fair while artists will paint for 4 hours and finish their murals of the fair. She stated that nothing was required from the fair board for set up. Jeff Kipley motioned to approve, Conald seconded, Approved

Rhonda made a motion to approve the minutes of the previous meeting, seconded by Terry. Approved.

Opportunity for Public Comment: none.

Jeff moved to approve the Treasurer's report, seconded by Dan. Approved

The communications folder was sent around for all to view.

Foundation Report:

Greg reported that the Foundation purchased a set of bleachers for \$11,114 for the fairgrounds. He stated that there is one parking lot sign left to purchase. They also still have VIP parking spots available for \$1,000 a spot; so far, they have sold 3. Hall Of Fame Banquet will be held on April 11th with Bull Riding on the 17th and 18th of April.

Commissioner's Report:

Commissioner Dennert gave an update on the Richmond Dam Project phase one will be beginning this year with hopes of completion of phase one by April of 2027, the entire project may take up to two years for completion.

Brown County 4H youth advisor report:

Becca said she has been to a lot of meetings with the Brown County Community Building meetings, Fundraising Committee, Gala and 4H Concessions. Fundraising has started for the Gala which is planned for September at the Expo. Aberdeen Area Quilters Guild donated a quilt and so we'll be including that in our Raffle. Donations continue to come in for the building with the most recent donation received yesterday from Farm Credit in the amount of \$25000. She has a building meeting with Rachel tomorrow with Aberdeen Realtors and then another one scheduled for Friday with Demkota. There is also a 4-H social media committee that has been sharing on Facebook. She helped with Groton FFA at a horse judging contest. She also helped organize and run the Women at Science Conference in the middle of March. She also attended the South Dakota 4-H Extension Professionals Conference and sat in our interviews for the Brown County 4H and Fair Intern.

Fair & Park Manager's Report:

Rachel said that Sarah has been working hard coordinating with vendors and rental clients. Fairground updates. Boats and campers coming out this week, Hall of Fame and Bull Riding will be in April, and we will also be hosting 4th grade Ag Fair that Farmers Union will be putting on. Non-fair week camping hosts Ben and Heidi Johnson are returning. The office is working on accepting online payments to alleviate credit card payments in the office. Rachel stated they are hiring seasonal bartenders and bathroom cleaners. She thanked the Brown County Fair Foundation for purchasing a new set of 21-foot 5 row bleachers for the fairgrounds. She has visited with athletic director Nate Davis at NSU regarding stagehands. He stated that they are committed to having athletes even with coaching change up. Volunteer groups are still needed for Wednesday of clubhouse in addition to gate house monitors during the fair week. Rachel, Sarah and Misty attended Zone 4 in St Cloud Sunday through Tuesday March 15th through 17th. Key takeaways are a need for a volunteer recognition program, humility is a virtue invisibility is not, your sponsors aren't doing you a favor, you are doing them a favor by being part of something phenomenal. New sponsorship idea is a photo station at each gatehouse to keep kids safe with updated photos of the day with what they look like and what they are wearing. We have hired back Gentry Pigors for our summer Intern.

Fair & Park Assistant Manager's Report:

Mckenzie reported that she ordered 2000 Ferris stickers today that have a picture of a cartoon like Ferris that says see you in August. They wanted to have stickers to hand out at events Ferris will be at. They are still looking for someone to be Ferris at the Hall of Fame event. Camping deadline was March 31st. 28 people did let us know that they no longer wanted their campsites. The main reason for not wanting to come back was the issue with the mud. She has been assisting with the interviews for fairgrounds and the fair for our intern positions. She reported that Gentry is back. We are still trying to figure out if we need to hire a social media person. She stated that they are going to combine the Fair and 4-H internship, especially with Misty and Sarah on board to figure out how the office needs to look for the future. She is working on finalizing the comp ex and livestock book and hoping to have them out for board approval.

Fair & Parks Event Coordinator Report:

Sarah reported that she was able to finalize all the presenters for Comp Ex. We have also added in a new scrapbook contest. Shelly Eisenbeisz is going to help with that, and it will be Tuesday of the fair in the clubhouse. This month she will be focusing on judges and helpers for comp ex. Vendors are coming along; in the expo building we are down to 10 open booths, Odde building 4 open booths, concessions are all booked, and outdoor we have 7 open booths. She has been busy helping prepare for the Hall of Fame and the Bullarama.

Fair & 4H Administrative Assistant:

Misty reported that she has been finalizing livestock sponsorship. She has mailed out all contracts from last year's sponsors that have not heard back from. Livestock Judging contracts have also gone out to the ones that have verbally committed to judging. Waiting to hear back from 4 judges. She stated they have completed Junior Fair Board Interviews and have 2 new members joining. She has been working with the Foundation on the Hall of Fame event and finalizing ticket sales and tables. We will be having volunteers sign up to go live on April 11th to start recruiting volunteers for the fair. She has also been helping the leaders to get ready for the 4-H concession stand for the upcoming bull riding event. She is looking for groups or people to honor on her Facebook posts for the volunteers.

Advertising & Marketing:

Brodie reported that they have started with daily Facebook posts. If you see these posts to like, share and comment to help boost our following.

Brodie presented a contract for Sioux Falls Women's Magazine. \$345 for a June and July half-page ad plus a ticket trade for 6, 3 day passes general concert wrist bands for \$720 with a total cost of \$1065.00. Brodie made a motion, Joel seconded, Approved.

Building and Grounds:

Jeff K presented a contract for a Post Pounder from Mike Gage. We will provide two VIP rodeo passes in exchange for the use of Mike's post ponder. Jeff motioned to approve and Aaron seconded. Approved.

Jeff reported that we need to set up time to work on the grandstand stage. It needs to be completed by the last weekend in April.

Camping:

Joel, No Report

Carnival & Vendors:

Conald thanked Sarah for all her hard work with the vendors. He would like the fair board to purchase a wood bench from the foundation for \$250 and we will put the year of the fair board on the metal plate that goes on the back on the bench. If anyone who wants to donate could have the money turned into the fair office by May 1st if you would like to participate.

Competitive Exhibits:

Alley, No report

Food:

Dan, No report

Friends of the Fair:

Rhonda, No report

Grandstand:

Dwight presented a contract for Ranch Games for Sunday, August 16th, from 8:00 AM to 5:00 PM they are going to get their sponsors for trophies and purchase of trophies. Liability release forms for all organizers and participants holding Brown County harmless of injury. We will advertise the event including sponsor names, in the fair book, pocket schedule and website. Also, use of on-site equipment as needed. Dwight motioned to accept, Eric seconded. Approved.

Junior Fairboard:

Dwight reported that we have 6 members returning to the Junior Fair Board. WE had two new applicants, Sophia Feikert and Olivia Marcson. Dwight motioned to accept both applications, Conald seconded. Approved.

Livestock:

Dylan reported they have been working on sponsorships and the book. We had a meeting two weeks ago about the cow/calf show and made the decision that we're not going to have a cow calf show this year due to low participation. We will try to have a replacement show in 2027.

Rodeo:

Dan, one contract for Aberdeen Livestock for housing stock during the rodeo for payment for 4 general concert tickets. Dan motioned to accept Aberdeen Livestock contract, Rhonda seconded. Approved.

Special Events:

Katie, I have 3 contracts: the first one is for Salvation Army free sack lunches in the Kids Zone on Tuesday the same as last year, the next one for Kids Pedal Pull, which will be August 16th and that's going to be \$825 and 2 motel rooms and the last one is Renegade Photography Kelsey should be on the fairgrounds Wednesday through Saturday, that will be \$1000 and 1 campsite. Katie made the motion to approve these contracts, Terry seconded. Approved.

Clubhouse:

Eric, I have a contract for Aberdeen Abate for 1, 20X40 stage, a dunk tank and 2 sets of stairs, Logo and usage rights to produce signage, and current form W-9 for the payment of \$4999.99, removal and transport of the stage to the Brown County Fairgrounds by May 31st with minimal disruption to Pierpont Lake Grounds, permanent signage recognizing Aberdeen Abate as the original donor of the stage. Up to 3 clubhouse events, and 100 nights of non-fair week water/electrical camping as availability allows. Eric motioned to accept, seconded by Dwight. Approved

Old Business:

None

New Business:

Kevin has been working on putting together a Junior Fair Board scholarship application. We're going to work with the foundation. The application is done and waiting for the foundation to review it. The scholarship will be \$250. There is a spot for a fair board member recommendation. The scholarship is limited to the Junior Fair Board members.

Tri County would like to borrow the people movers for their fair July 5th- July 10th movers two of them usually housed out at landfill so they can do their tours and they haven't minded doing Terry motioned to let Tri County borrow the people movers, Sam seconded. Approved

We accepted resignation of Nichole Hansen. Conald motioned and Dwight seconded. Approved This was approved and sent to the commission.

The meeting was adjourned.

Next meeting is May 13th at the fairgrounds.

Notes taken by Alley Shelton, Fairboard secretary.

