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# 1995 ANNUAL REPORT

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MINNESOTA STATE FAIR



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## Report of the Executive Vice President, Mike Heffron

A

colleague from another fair recently asked, "Did you have a successful year?" I paused for a moment and then responded "Yes, we certainly did. We were very fortunate."

The pause was triggered less by the question than by the ambiguity of the word itself: Success. What exactly does that word signify?

Can success be measured with a cold, dispassionate eye? Can it be reduced to a monochromatic, one-dimensional form? Can it be diagrammed like a simple sentence?

Unfortunately, these formulas seldom work.

Meanwhile, does success have a life of its own? I should say it does. It's mentioned everywhere...in both real and imagined terms. Its seductive song is heard throughout the land; a song that beckons us into the shallow waters of complacency and self-satisfaction. It tempts us onto the jagged rocks of indolence and insensitivity. Its bewitching sweetness can easily destroy the carefully measured progress that we deign to call, "success."

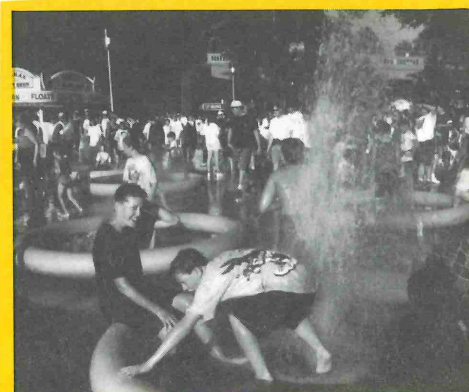
A time-honored bromide in the sports world, slightly adjusted to meet the current need, should be our motto and constant companion—"You're only as good as your next fair."

An objective appraisal of our performance in 1995 is prerequisite to goal setting for the pending year. We must review goals from a year ago, judge success or failure in meeting those goals and then calibrate the scope for '96.

The two major projects upon which we hung our proverbial hat in 1995 were the establishment of a new, major park in the center of the grounds, and the undertaking of a self-directed carnival presentation in the midway area.

The park, replete with a carousel, fountain, an abundance of shade trees, benches and open space, was instantly embraced by our audience who took it over and made it their own.

The carnival complex, aptly dubbed the "Mighty Midway," was a profound departure from anything seen at the Minnesota State Fair before. Rides were truly spectacular, the games clean, fun to play and easy to win. The area was open with lots of benches, a variety of good food and a friendly feeling throughout. The "Kidway," or kiddieland area, now a permanent fixture north of the Visitors Plaza, was a family meeting place



Carousel Park

### '95 Attendance, Weather (hi-lo temps)

8~24 Family Day & Mighty Midway Day  
hot, rainy (83 - 70)  
**64,365**

8~25 FFA & Fine Arts Day  
hot, muggy (88 - 69)  
**110,090**

8~26 Women Win the Vote Day  
rainy (79 - 66)  
**158,045**

8~27 Milk Run Day  
overcast, muggy (78 - 65)  
**193,698**

8~28 Seniors & Kids Day  
hot, muggy, rainy (85 - 69)  
**107,915**

8~29 Elvis Day  
threatening, rainy (79 - 67)  
**90,148**

8~30 Volunteer Recognition & Natural  
Resources Day; hot, muggy (90 - 69)  
**97,327**

8~31 Seniors, Kids & Excellence in  
Education Day; warm, dry (79 - 60)  
**155,193**

9~1 International Day  
warm, dry, nice (80 - 52)  
**\*159,106**

9~2 Veterans & Rural Youth Day  
warm, dry, nice (84 - 61)  
**\*\*225,249**

9~3 4-H Day  
warm, dry, nice (85 - 65)  
**196,219**

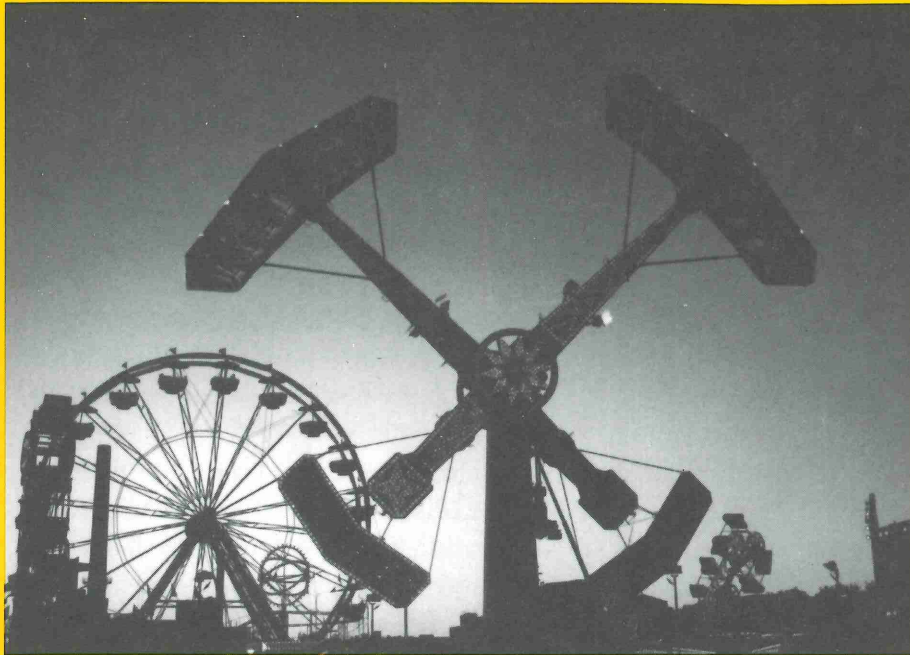
9~4 Last Chance Day  
warm, dry, nice (87 - 64)  
**125,467**

Total Attendance \*\*\***1,673,312**

\* record weekday

\*\* best-attended day in  
State Fair history

\*\*\* record year



The State Fair's brand-new **Mighty Midway** received rave reviews from guests. The midway and Kidway featured a total of 67 independently booked rides, along with games and concessions. Fair visitors were most impressed with the openness and cleanliness of the new midway.

where youngsters could enjoy miniature rides and parents could enjoy watching the fun.

The goals we established and the objectives we sought with these two projects were identical to one another: Make the fairgrounds a more pleasant place and our guests more comfortable with using it; create ownership and generate excitement for our audience and, finally, promote community awareness and build attendance at the fair.

The park was an expensive investment, but it worked very well and it will continue to serve our needs in the future. The new midway was a risky departure from amusement industry norms, but it also worked. Furthermore, it generated two parallel benefits: As an attraction, it was one of the best we ever produced; as a profit center, it exceeded our most tolerant expectations.

The process of measuring goal attainment is a difficult one, but if all else fails, look to attendance and financial results. Last year, the Minnesota State Fair garnered the largest paid audience in its history—1,673,312, while at the same time, gate revenue exceeded \$6.5 million and net proceeds after expenses went over \$1.5 million for the first time in the exposition's 140-year life span.

Success may color vision and erode modesty, but it also makes the job of selling our product to new exhibitors and customers a good deal easier.

Each positive step along the path raises the bar and makes our work more challenging, the rewards more meaningful. It also provides a clear reminder that "you're only as good as your next fair."

## DAN PATCH AV

On opening day, Commonwealth Avenue was officially renamed **Dan Patch Avenue** in honor of the greatest harness horse in the history of the two-wheeled sulky. Dan Patch raced at the Minnesota State Fair in the early 1900s, setting the world's record for one mile at the 1906 fair.



## Fun, Food and Families at the '95 Minnesota State Fair



More people than ever before visited the 1995 Minnesota State Fair. A record 1,673,312 guests came through the gates, surpassing the previous record set in 1988 by more than 52,000.

Fair visitors were treated to some noticeable improvements around the fairgrounds. The addition of Carousel Park, the area south of the Grandstand, created a scenic spot for strolling, eating and resting. The dancing water fountains also added to the fun. And the independent Mighty Midway and Kidway featured shiny new rides, an improved layout and a welcoming atmosphere.

A host of fun and educational exhibits greeted this year's fair visitors, including many new attractions, like Mission: Planet Earth. The brand-new exhibit showcased space exploration, and was housed beneath a full-size replica of the space shuttle Enterprise. The exhibit featured a giant-screen surround-sound presentation, a full-scale replica of the space shuttle cockpit and lunar rover, a state-of-the-art arcade and authentic NASA space artifacts including a moon rock and space suits. Admission of \$3 was charged.

Coliseum ticket sales skyrocketed with appearances by the Royal Lipizzaner Stallions added to the program. The legendary Austrian horses performed their "Symphony in White" at all regular admission English and Western horse shows, plus at four special feature performances.

Another lively addition to the '95 Great Minnesota Get-Together was Elvis Day, held on Aug. 29. Fair visitors were all shook up by free Elvis and Priscilla hairdos, an Elvis lip-sync contest in Carousel Park, an Elvis movie bee and a Teddy bear toss. The official State Fair Elvis made appearances throughout the day, gave two free performances and appeared in the mall parade.

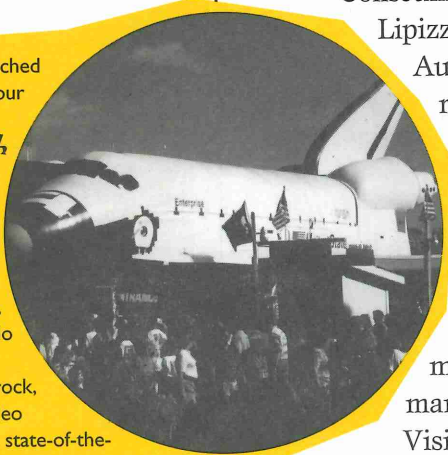
Visitors were also treated to many familiar attractions and events around the grounds. Fair visitors who were apprehensive about riding the Ejection Seat when it debuted in '94 got a second chance in '95 with the return of the giant slingshot ride and Adventure Park. New attractions in the park included Lazer Tag, the IWERK's reactor simulator's Dino Island, a bungee trampoline and Marilyn Monroe's 1955 Lincoln Capri convertible.

Minnesota's professional and amateur athletic history was displayed at Minnesota Sports—Yesterday & Today, located in East Crossroads. Artifacts, photos and films were presented at the free exhibit.

### Did You Know...

The Minnesota State Fair technically had its first independent midway in 1914. Fair officials wanted to eliminate the seedy aspects of the midway, including sideshows, fortune telling, gambling, girly shows and rigged games. The new area was called the Wonderway, and featured educational and wholesome entertainment.

Guests were launched into space on a tour of **Mission: Planet Earth** located at the Amphitheater. The exhibit featured scale models of the Sputnik, Mercury, Gemini and Apollo space craft, an authentic moon rock, a giant screen video production and a state-of-the-art arcade.





The Wonders of Technology's expanded exhibit let fair visitors surf the 'net and talk on-line with astronauts in Houston. Other displays included demonstrations of computer technology for people with disabilities, an airplane with a revolutionary new design and CD-ROM textbooks for high school and college students. The free exhibit, located in West Crossroads, was presented by the Minnesota High Technology Council.

The Oriental Pavilion returned to the Progress Center, featuring artwork, artifacts, exhibits and authentic merchandise from the Far East.

Visitors were treated to performances by musicians and dancers from China, Vietnam, Japan, Korea, Thailand and the Philippines.

Kids of all ages enjoyed the return of the exotic animal display and petting zoo. Guests could pet and feed a kangaroo, giraffe, camel, llama, goats and more. Elephant, camel and pony rides were also available.

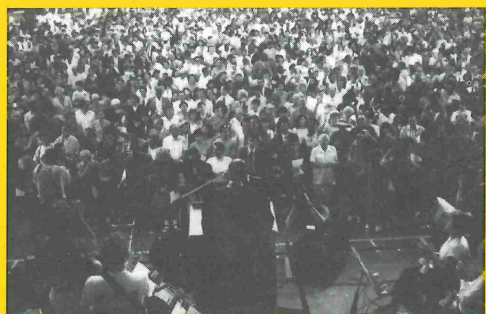
Fair visitors could see plenty of farm animals too, by taking a free Barn Tour. Livestock professionals from throughout the United States guided the tours through the fair's livestock complex, giving an up-close look at animal agriculture.

For the fourth consecutive year, the Proex Sand Sculpture Garden was created. The Four Corners of the Earth, presented by Coca-Cola, was sculpted by the award-winning artists of Sand Sculptors International. Sculptors used 380 tons of sand to construct the four scenes, including a Viking warrior, an ancient Roman city, a forest and a storm at sea.

The State Fair went high-tech when it hopped on the information superhighway and launched its first web page. The site had information and graphics describing Grandstand and free shows, livestock and horse show events, employment opportunities and transportation options.



Visitors on **Elvis Day** received free Elvis and Priscilla hairstyles, provided by Rita Ambourn Hair Designers of St. Paul. Other Elvis Day activities included trivia contests, a no-hands red Jell-O eating contest (Elvis's favorite kind) and the Wandering Elvis Band. Collector buttons and mugs were distributed free to loyal fans of the King.

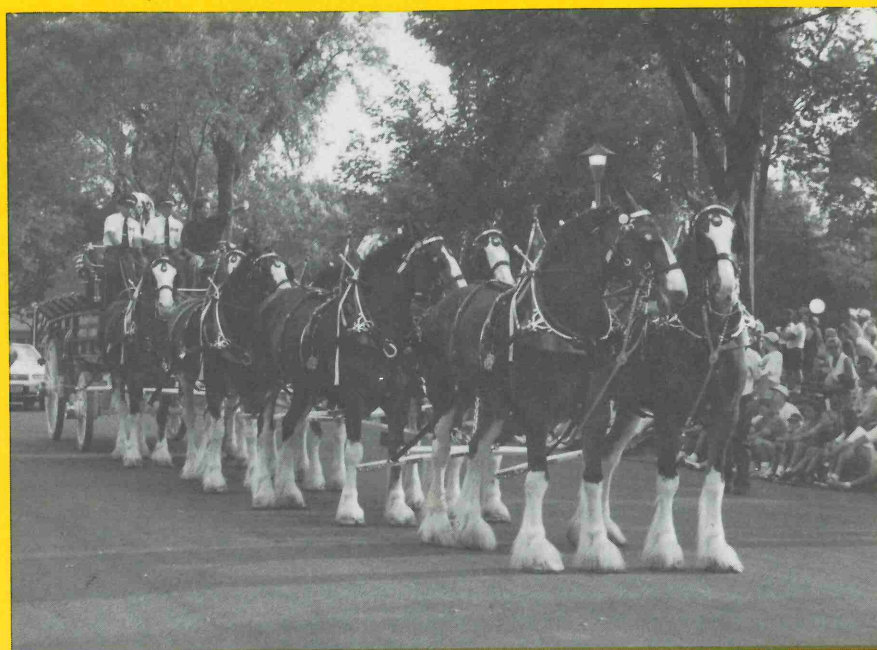


The Bandshell officially became a federal courthouse on **International Day** Sept. 1, when 864 new U.S. citizens were sworn in. It was the largest naturalization ceremony ever conducted in Minnesota.



## Top-Notch Fun, Bargain Basement Prices at the Fair

One of the fair's best bargains is the free nightly parade, where the **Budweiser Clydesdales** appeared Aug. 28 through Sept. 4. The Clydesdales were housed in the Horse Barn.



**T**

he State Fair, always a great value, offered many money-saving specials in '95. Visitors got more fun for their money on the Mighty Midway and Kidway each weekday from 9 a.m. to noon, when all rides and games were discounted from 33 to 50 percent. The same midway discounts were also offered on Family Day, Kids Days and Last Chance Day. Riders could save even more by buying ride tickets in advance, when sheets of 20 tickets were \$8—a savings of \$2 off the fair-time price.

Food and beverage bargains were offered every day through the Fair Deal promotion. Over 200 food vendors participated in the program by offering special bargains including combo meal deals, lower prices and daily specials.

For the eighth consecutive year, coupon clippers saved big on weekdays with Super Saver coupon booklets from Happenings. Over 90 coupons offered two-for-one deals on fair food favorites plus discounts on attractions and merchandise. Booklets were available for \$4 in advance and \$4.50 during the fair.

Fair visitors could also save money getting to the fair. Parking in fairgrounds lots was free for vehicles with four or more passengers, and \$3 for vehicles with fewer than four occupants. Plus, free parking for bicycles and motorcycles was available.

### Admission

- \$5.00 Adults (13 - 64)
- \$4.00 Seniors (65 and over)
- \$4.00 Kids (5 - 12)
- FREE Kids (under 5)
- \$3.00 Advance sale (all ages)\*

\*Available at the State Fair and Holiday Station Stores throughout Minnesota and western Wisconsin.

### Discount Days

#### Family Day—Thurs. Aug. 24

- \$1.00 Kids (5 - 12)
- \$3.00 Adults (13 and over)

#### Seniors and Kids Days—

Mon. Aug. 28 and Thurs. Aug. 31

- \$1.00 Seniors (65 and over)
- \$1.00 Kids (5 - 12)



The State Fair's Park & Ride system gave 218,256 people free parking and free bus service to the fairgrounds from 16 convenient parking lots at retail centers, businesses and schools near the fairgrounds. Riders of MCTO regular route and shopping mall express buses to the fair received a \$2 discount on State Fair gate admission.

## State Fair is a Shopper's Paradise

**A**ir purifiers, window cleaning devices, static dusters, furniture for your cat, the sharpest knife you'll ever own, hand-crafted jewelry, even combines and cars—you can shop for them all at the fair. Retailers, manufacturers, educational institutions, artists, politicians, news media and a wide variety of government agencies utilize 4.3 million square feet of indoor and outdoor exhibit space.

In addition to a shopper's paradise, the State Fair is easily one of the premier food festivals in the nation, with more than 300 food concessions. Old fair favorites such as corn dogs, cheese curds, mini donuts, french fries and malts tempt hungry fair visitors along with exotic dishes like Australian fried potatoes, crepes, gefilte fish on a stick, Southern corn fritters and fried green tomatoes. New foods in '95 included gazpacho, pan bagna, sangria and French scones.

The fair's tradition of showcasing agricultural machinery was in evidence at Machinery Hill. The best in new farm and lawn equipment was displayed daily during the fair. Vintage equipment took the center stage with the Old Iron Show, presented on the Hill Aug. 31 and Sept. 1. Nearly two dozen operational antique tractors and farm engines were featured.

Other specialty areas included the international Bazaar, which featured food and products from around the world; Heritage Square, the early-American themed area which housed the Museum of State Fair History, the Minnesota Letterpress Museum and Bass Bin fishing demonstrations; and the Ralston Purina Pet Center, which featured commercial displays by pet suppliers, demonstrations by pet groups, actual pet surgery and even an appearance by 1990 Miss America, Dr. Debbye Turner.

For the first time ever, rides on the Mighty Midway and Kidway were booked independently and a brand-new portable carousel was the centerpiece of Carousel Park's east end. Other attractions are year-round fixtures on the fairgrounds, including the Sky Ride, Space Tower, Ye Old Mill, Giant Slide, Haunted Mansion, River Ride and the arcades.

### Did You Know...

The Minnesota State Fair has a comprehensive beverage cup recycling program. Since the program's inception in 1991, the fair has recycled 12.8 million cups. That's the majority of beverage cups used at the fair during the past five years, and accounts for 88 tons of recycled plastic. The recycled material has been used in building insulation board, video cassette cartons and office equipment.



**Food** is one of the top attractions at the fair, according to recent surveys. Many foods—25 kinds, to be exact—are conveniently offered on a stick, like Pronto Pups, pork chops, pickles, pineapple and more.



# Stars Shine Every Night in the State Fair's Grandstand



The State Fair's Grandstand line-up featured a Who's Who of country music stars, contemporary and vintage pop, plus an all-star blues show and a legendary crooner. More than 126,000 music enthusiasts enjoyed eleven nights of top-notch entertainment.

Alan Jackson, Country Music Association's 1995 entertainer of the year, drew the third-largest crowd in the Grandstand's history, playing for 21,278 fans. Rising newcomer Faith Hill opened the show.

More than 20,000 people flocked to hear country superstar John Michael Montgomery. This was Montgomery's third appearance at the State Fair; he opened for Reba McEntire's sold-out show in '94, and performed at the Bandshell in '93. Hal Ketchum and Ken Mellons opened the show.

Country music fans were treated to a rare triple feature when Mary Chapin Carpenter, Kathy Mattea and Suzy Bogguss performed for 15,760. The State Fair show was the only appearance the three artists made together. Alabama made their tenth Grandstand appearance, much to the delight of 14,327 dedicated fans. One fan was particularly surprised when singer Randy Owen called her to the stage to give her an auto-

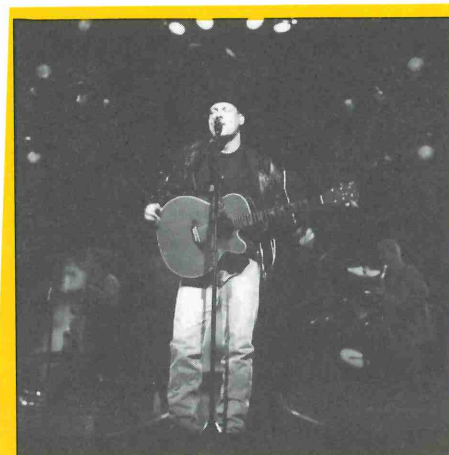
graphed photograph. Chely Wright, 1995

Academy of Country Music's best new female vocalist of the year, opened for Alabama.

Other Grandstand performers included pop-star Amy Grant, country duo Brooks & Dunn, retro-pop rockers Chicago, country star Lorrie Morgan, country rockers the Mavericks, legendary crooner Tony Bennett and the Blues Festival '95 starring B.B. King.

On Labor Day, the State Fair's great auto race tradition continued as more than 16,000 race fans turned out to see Bobby Gill win the Miller

Genuine Draft 300, presented by Auto Value Parts Stores. The race was part of the American Speed Association's AC-Delco Challenge Series.



**John Michael Montgomery**

## '95 Grandstand Events (attendance, ticket prices)

- 8~24 Alabama, Chely Wright  
14,327 \$19 & \$9
- 8~25 Alan Jackson, Faith Hill  
21,278 \$19 & \$9
- 8~26 Amy Grant, Alison Krauss & Union Station  
9,499 \$19 & \$9
- 8~27 Brooks & Dunn, Pam Tillis  
13,661 \$19 & \$9
- 8~28 Chicago, Little River Band  
7,667 \$17
- 8~29 Lorrie Morgan, David Ball  
4,779 \$17
- 8~30 Mary Chapin Carpenter, Kathy Mattea, Suzy Bogguss  
15,760 \$17 & \$8
- 8~31 Tony Bennett  
5,221 \$17
- 9~1 The Mavericks, The Tractors  
5,077 \$17
- 9~2 John Michael Montgomery, Hal Ketchum, Ken Mellons  
20,595 \$19 & \$9
- 9~3 Blues Music Festival '95: B.B. King, Jimmie Vaughan, Etta James, Bluestime Jam with Jay Geils, Elvin Bishop, Magic Dick  
3,624 \$17
- 9~4 Miller Genuine Draft 300 ASA stock car race presented by Auto Value Parts Stores  
16,314 \$14 & \$10 advance \$16 & \$12 race day



**Amy Grant**





## Lots More Great Entertainment, For Free!

**O**

ne of the great values at the fair is the huge variety of free entertainment presented daily. Stages throughout the grounds offered music, comedy and amateur competition from morning until night.

The Miller Genuine Draft Bandshell featured top regional acts plus up-and-coming stars. Three '95 Grandstand acts, the Mavericks, Hal Ketchum and John Michael Montgomery, made their State Fair debut several years ago at the Bandshell. New at the stage in '95 was the mid-afternoon Comedy Break, which featured local comedians on select days.

Entertainment from around the globe was the focus at Leinenkugel's Leinie's Lodge in the Bazaar. Cajun music, traditional Irish and Celtic songs, German polkas, a Caribbean steel band, plus Australian musical comedians were featured, along with a nightly variety hour.

At Cal Spas Stage in Baldwin Park, visitors enjoyed a collage of music such as folk, jazz, '50s and '60s pop, along with r&b, gospel and country.

Old-time fun was booked at the Heritage Square Stage. Authentic cowboy music, cowboy swing, polka and bluegrass tunes plus musical storytelling complemented Heritage Square's early-American theme. Families with kids headed to the Children's Theater to watch jugglers, clowns, ventriloquists and musicians.

Other free entertainment was presented at the 4-H Building, Ramberg Senior Center, Natural Resources Park and in the nightly mall parade. The parade included the Budweiser Clydesdales, local royalty and the State Fair Marching Band Competition, won by Irondale (Class AA) and Dassel-Cokato (Class A).



The Trinidad Tripoli Steel Band, who played in the international Bazaar, was one of scores of performers who entertained fair visitors throughout the grounds daily.

### Miller Genuine Draft Bandshell

**8~24 to 27**

Jesse Hunter  
Shelby Lynne  
Michael Johnson  
Archer Park

**8~28 to 31**

Cowboy Jubilee  
Glenn Yarbrough  
The Marcy Brothers  
Lisa Brokop

**9~1 to 4**

Gary Puckett  
Rob Quist & Great Northern  
The Dixie Chicks  
Western Flyer

**8~24 to 29, 9~1 to 4**

Afternoon Comedy Break

**8~24 to 9~4**

Ray Komischke's State Fair Orchestra  
with the Bachelors

### Leinenkugel's Leinie's Lodge in the Bazaar

**8~24 to 27**

Jumbo Ya Ya  
Mackenzie, O'Sullivan & Rees

**8~28 to 31**

The Sauerkrauts  
Willowgreen

**9~1 to 4**

Scared Weird Little Guys  
Trinidad Tripoli Steel Band

**8~24 to 9~4**

State Fair Variety Show

### Cal Spas Stage in Baldwin Park

**8~24 to 27**

Peter Ostroushko & Dean Magraw  
Signature  
The Fantastic Convertibles

**8~28 to 31**

Cliff Brunzell & The Golden Strings  
The Senders  
Kid Hollywood & The Wild Coconuts

**9~1 to 4**

Tonic Sol-fa  
MCC Gospel Choir  
Killer Hayseeds

### Heritage Square Stage

**8~24 to 27**

Riders In The Sky  
Medicine Show Music Company

**8~28 to 31**

Chmielewski Funtime Show  
The Cox Family

**9~1 to 4**

Jack Gladstone  
Ranch Romance

### State Fair Foods Children's Theater

**8~24 to 29**

Gizmo Guys  
James Wedgwood  
Tricia & The Toons

**8~30 to 9~4**

Kenny Ahern  
Ian Varella  
Bonnie Phipps Dyad

**8~24 to 9~4**

Sean Emery



## State Fair Brings Out the Best in Blue Ribbon Competition

### Fleischmann's Best-Ever Bread

contest is one of hundreds of contests offered at the State Fair. Competitors entered their decorated Christmas trees, llamas, computer generated graphics, crop art, jewelry, ceramics, best Spam recipes and hundreds of other items and animals.



N

early 15,000 people vied for blue ribbons, trophies and cash prizes during the '95 State Fair. Categories included livestock, fruits and vegetables, cheese and butter, handicrafts, fine arts, flowers, Christmas trees, bee and honey products, baked goods and school projects.

Competitive entries are displayed in a variety of locations around the fairgrounds, including the Arts Center, 4-H, Education, Creative Activities and Agriculture Horticulture Buildings, Ramberg Senior Center and Empire Commons.

Cattle, sheep, swine, dairy goats, llamas, horses, turkeys, rabbits, chickens, pigeons and waterfowl were housed in the fair's vast livestock complex—nine buildings with six show rings and stabling for 8,000 animals.

In swine competition, the largest boar was entered by Ralph Wermerskirchen, from Jordan, Minn. Oscar weighed in at an even 1,200 pounds. Another hefty winner was the 440-pound pumpkin, entered by Glen Brown of Bethel, Minn.

The world's largest 4-H livestock show featured 2,008 entries. More than 70 champion animals were sold in the 4-H market livestock auction, earning a record \$60,855. A large portion of the proceeds was donated to the St. Paul Food Bank, Ronald McDonald House, American Heart Association and Leukemia Society of America Minnesota Chapter. The auction is conducted by the Minnesota Livestock Breeders' Association.

Four new competitions were introduced in '95: the Pillsbury Refrigerated Pie Crust Championship, Gedney Fruit Spreads Contest, Minnesota-Grown Turkey Recipe Contest and a new category for Montadale sheep.

### Did You Know...

More than 200 quilts were entered in the fair's creative activities quilting competition—that's double the number of entries in '94. There were 22 categories for quilts, including applique quilts, commemorative quilts, wall hangings and machine quilted items.

## Dancing, Running, Funning: Fair Has More Ways to Compete

**C**ompetition at the State Fair isn't limited to agricultural and creative contests. Each year, the State Fair's famed amateur talent contest is held at the Bandshell. The '95 competition featured 176 finalists who sang, danced, told jokes and showcased their talent in a variety of entertaining performances. Grand prize winners in the open division were a vocal trio, comprised of Tom Mills, Sara Renner and Chryss Peter. Vocalist Andrea Barnicle won the teen division, and pianist Nicole Ali won the pre-teen division.

Winners of the 11th annual Milk Run, held Aug. 27, were Jill Anderson of Duluth (women's division) and Wade Bergner of Bay City, Wis. (men's division). The Milk Run is a five-mile footrace, sponsored by the American Dairy Association and WCCO Radio.

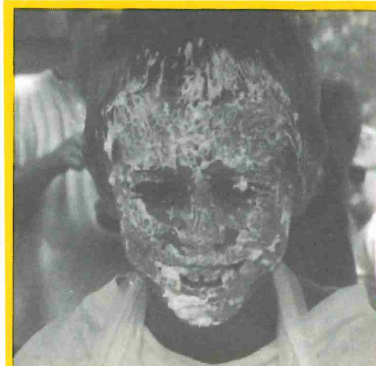
Lighter spirited competition took place in the special contest tent, located in Carousel Park. For the second year, kids competed in bubble gum blowing, soap bubble blowing, watermelon seed spitting, C&H sugar cube building and more. Adults joined the fun in the boot camp drill, no-hands Jell-O eating, rubber chicken toss and human bowling.

The State Fair also recognizes people for achievement at the fair and in the community. The Ben C. Hallberg Rural Youth Scholarship awards \$1,000 scholarships to 20 young adults from greater Minnesota who participated in the '95 exposition. The award is named for the influential leader who served at the State Fair Youth Camp from 1936 to 1964.

The State Fair and the Minnesota Farm Bureau recognized 233 Minnesota farms as 1995 Century Farms. To receive Century Farm status, the farm must have been in continuous family ownership for at least 100 years, and be at least 50 acres.

People who have had an active association with the fair for a half-century are recognized with the State Fair's 50 Year Award. Recipients for 1995 were Art Bohlsen, swine exhibitor; Dennis Sjodin, Farmers Union exhibit and Phil Sampson, Rabbit Race concessionaire. Those eligible for the award include competitive and commercial exhibitors, concessionaires, State Fair employees and others who have participated in the fair.

The Outstanding Senior Citizens program recognizes seniors from throughout Minnesota, based on their community contributions since age 65. Lyla Brockmann of Fairmont and Al Sollom of Thief River Falls were chosen to represent this distinguished group from more than 100 seniors. The program is sponsored by the Minnesota Board on Aging, the Minnesota Federation of County Fairs and the State Fair. Medica, a sponsor of Seniors Days activities, also recognized seniors during the Age Is Opportunity Awards ceremony, Aug. 28.



Fair visitors played **musical pies** (above) slurped their milk, slammed POGs, shook and ate pudding and tossed tortillas, all in the special contest tent.



Minnesota's **Outstanding Seniors** Lyla Brockmann and Al Sollom were recognized at a special Seniors Day ceremony at the Bandshell.



## 1995 Fair-Time Superintendents

### Admissions

Lyle Anderson, Roseville

### Bee Culture

Winnie Johnson, Elk River

### Beef Cattle

Chuck Schwartau, Wabasha

### Christmas Trees

Greg Ustruck, Vadnais Heights

### Creative Activities

Evelyn Hagen, Minneapolis

### Dairy Cattle

Jim Linn, White Bear Lake

### Dairy Products

Gene Watnaas, Vining

### Education

Jim Brown, Prior Lake

### Farm Crops

Duane Smith, Minneapolis

### FFA

Paul Day, Northfield

### Fine Arts

Brad Nuorala, Plymouth

### Flowers

Martha Carnes, West St. Paul

### Forage

Andrew Novicki, Emily

### 4-H

Brad Rugg, Owatonna

### Fruits

Louis Quast, Jr., St. Louis Park

### Goats

Kevin LeVoor, Maple Lake

### Grandstand Production

John Mons, Brownton

### Heritage Exhibits

Gale Frost, St. Paul

### Horses

Robert Peterson, St. Paul

### Llamas

Anne Heideman, Long Lake

### Meats

Ed Butler, Rochester

### Midway Ticket Takers

Marty Rossini, Stillwater

### Milking Parlor

Doris Mold, Lauderdale

### Park & Ride

Dan Elmer, Edina

### Parking

Ron Vannelli, St. Paul

### Poultry

Harold Thomforde, Crookston

### Public Safety

Art Blakey, St. Paul

### Sanitation

Scot Ribar, Minneapolis

### Senior Citizens

Marge Krueger, St. Paul

### Sheep

Bill Schulke, Bemidji

### Swine

Jerry Hawton, St. Paul

### Ticket Audit

Dick Reinhardt, Owatonna

### Vegetables

Curt Klint, Coon Rapids



The State Fair's **board of managers**, front row, left to right: Clarice Schmidt, Sabin, ninth district manager; Bert Lund, St. Paul, fourth district vice president; Howard Morris, Cokato, president; Richard Keenan, Minneapolis, fifth district vice president. Back row, left to right: Bob Lake, Aitkin, sixth district manager; Lyle Steltz, Rush City, third district manager; Martin Annexstad, St. Peter, second district manager; Don Simons, Grand Rapids, eighth district manager; Vern Prokosch, Bird Island, seventh district manager; and Howard Recknor, Hartland, first district manager.

## Efforts of Thousands Needed for Fair's Success



he State Fair is governed by the Minnesota State Agricultural Society—a financially independent quasi-state agency charged exclusively with operating the fair and maintaining the fairgrounds. The society is made up of delegates from the state's county fairs and various agri-business groups. Every January, these delegates meet to conduct formal society business and elect officers to fill alternating terms on the 10-member State Fair board of managers. Board members set policy for the fair's administration, serve on committees dealing with specifics of the fair's operation and provide a liaison between the board and various State Fair departments. The board is made up of one representative from each of the society's nine regional districts plus a president, who serves at large.

The State Fair's executive vice president, Mike Heffron, implements policy set by the board through a full-time staff of 56 people. This core of year-round staff handles duties such as building, grounds and vehicle maintenance along with security and off-season events. Administrative functions include accounting, competitive events, entertainment, commercial space sales, guest services and marketing.

The success of the annual State Fair hinges largely on the efforts of a seasonal staff that grows to over 2,900 by fair time. State Fair superintendents provide direction for a variety of functions performed by part-time staff including parking, admissions, ticket sales, sanitation and public safety services, along with the activities of the exposition's competitive departments.



## Fairgrounds Utilized Throughout the Year



The 310-acre fairgrounds are bustling year-round. In 1995, nearly 700,000 people attended a host of off-season events on the grounds, including a leather sale, antique shows and flea markets, folk art sales, livestock shows and the Minnesota Street Rod Association event, which showcased thousands of the finest customized automobiles in the nation.

Convenient access to the fairgrounds, the flexibility of exhibit buildings and ample parking have established the State Fair as one of the premier all-purpose special events facilities in the region.

Several area high school and university hockey teams used the Coliseum ice rink for games and practice, including Hamline University, the University of St. Thomas and Roseville and Mounds View High Schools. More than 40,000 fans attended Coliseum hockey games. The Coliseum also hosted week-day skating and jogging for the public.

In addition, many State Fair buildings were used for winter storage of boats, autos and recreational vehicles. Off-season events are an important source of revenue for the State Fair, and generated \$1.3 million in gross operating income in 1995.

## State Fair's Sponsors Join the Fun



The Minnesota State Fair works with many sponsors and promotional partners. Several are long-time supporters, including the Miller Brewing Company, Proex Photo and Portrait (their '95 sandcastle, presented by Coca-Cola, is pictured below), Coca-Cola USA, American Dairy Association of Minnesota, the M.A. Gedney Company and Cal Spas.

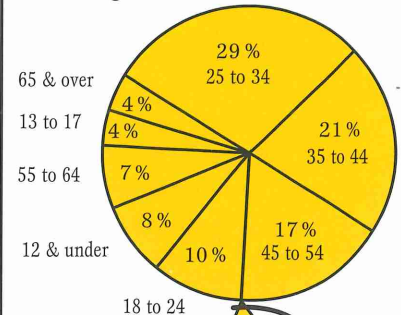


Other '95 sponsors included the Minnesota Propane Gas Association, State Fair Brand Corn Dogs, Ralston Purina, Auto Value Parts Stores, Medica, Norwest Banks, Holiday Station Stores and Tom Thumb convenience stores.

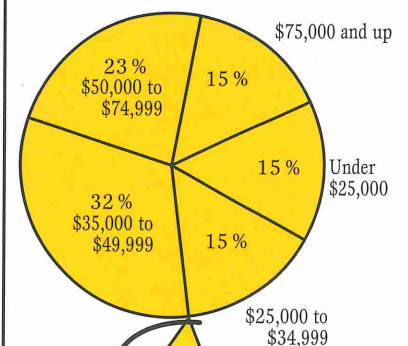
Sponsorship opportunities include free entertainment stages, the Amphitheater, fireworks presentations, State Fair Trams, Adventure Park, the petting zoo and a variety of special contests.

## Profile of State Fair Attendees

### Age Distribution



### Household Income







STATE OF MINNESOTA

**OFFICE OF THE LEGISLATIVE AUDITOR**

CENTENNIAL BUILDING, 658 CEDAR STREET • ST. PAUL, MN 55155 • 612/296-4708 • TDD RELAY 612/297-5353

JAMES R. NOBLES, LEGISLATIVE AUDITOR

---

**Independent Auditor's Report**

Mr. Howard Morris, President  
Board of Managers  
State Agricultural Society

Mr. Michael D. Heffron, Executive Vice President  
State Agricultural Society

We have audited the accompanying balance sheets of the State Agricultural Society as of October 31, 1995 and 1994, and the related statements of income, retained earnings, and cash flows for the years then ended as presented on pages 15 to 19. These financial statements are the responsibility of the society's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with generally accepted government auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the State Agricultural Society as of October 31, 1995 and 1994, and the result of its operations and its cash flows for the years then ended in conformity with generally accepted accounting principles.

Our examination was made for the purpose of forming an opinion in the basic financial statements as a whole. The supplemental financial information included on pages 20 to 24, which is the responsibility of the society's management, is presented for the purpose of additional analysis and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the examination of the basic financial statements and in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

James R. Nobles  
Legislative Auditor

John Asmussen, CPA  
Deputy Legislative Auditor

February 9, 1996



# **BALANCE SHEET**

For the years ended October 31

**1995**

**1994**

## **ASSETS**

### Current assets:

Cash and cash equivalents (note 2)	\$ 3,983,617	\$ 3,350,719
Accounts receivable	329,948	244,046
Accrued interest receivable	20,945	18,124
Prepaid expenses	57,550	61,047
Total current assets	4,392,060	3,673,936

### Non-current assets:

Note receivable	166,808	176,088
Property, structures and equipment (note 3)	17,280,865	15,354,130
Total assets	\$ 21,839,733	\$ 19,204,154

## **LIABILITIES & RETAINED EARNINGS**

### Current liabilities:

Accounts payable	\$ 1,429,275	\$ 1,091,838
Accrued salaries	20,252	9,519
Compensated absences	321,024	294,657
Deferred income	126,720	144,358
Current portion of long-term liabilities (note 4)	500,367	320,983

Total current liabilities	2,397,638	1,861,355
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Long-term debt (less current portion)	1,933,838	1,394,183
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Total liabilities	4,331,476	3,255,538
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### Retained earnings:

Designated for building fund (note 8)	1,984,636	1,946,877
Unrestricted	15,523,621	14,001,739

Total retained earnings	17,508,257	15,948,616
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Total liabilities and retained earnings	\$ 21,839,733	\$ 19,204,154
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The accompanying notes are an integral part of the financial statements.



# STATEMENT OF REVENUE, EXPENSES AND CHANGES IN RETAINED EARNINGS

For the years ended October 31

1995

1994

Operating revenues:

Ticket sales	\$ 13,598,455	\$ 8,370,266
Departmental	4,089,841	4,258,608
Other	1,955,511	1,693,165

Total operating revenues	19,643,807	14,322,039
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Operating expenses:

Administrative	1,874,231	1,615,156
Activities and Support	10,903,006	7,286,637
Premiums	586,637	511,963
Other	760,406	693,428
Plant operations	1,882,059	1,915,236
Plant maintenance	950,438	868,633
Depreciation	1,090,502	968,863

Total operating expenses	18,047,279	13,859,916
--------------------------	------------	------------

Operating income	\$ 1,596,528	\$ 462,123
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Nonoperating revenues (expenses):

Interest income	115,387	110,564
Interest expense	(152,274)	(82,004)

Net income	1,559,641	490,683
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Retained earnings, beginning of year	15,948,616	15,457,933
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Retained earnings, end of year	\$ 17,508,257	\$ 15,948,616
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The accompanying notes are an integral part of the financial statements.



# STATEMENT OF CASH FLOWS

For the years ended October 31

1995

1994

## Cash flow from operating activities:

Operating income (loss)	\$ 1,596,528	\$ 462,122
Adjustments to reconcile net increases to net cash provided by operating activities:		
Depreciation	1,090,502	968,863
Changes in current assets and liabilities:		
Current assets—(increase) decrease:		
Accounts receivable	(85,902)	49,208
Prepays	3,497	(1,060)
Current liabilities—increase (decrease):		
Accounts payable	337,437	555,474
Salaries payable	10,733	(74,256)
Compensated absences	26,367	(2,264)
Deferred revenues	(17,638)	4,968
Net cash provided by operating activities	\$ 2,961,524	\$ 1,963,055

## Cash flows from capital and related financing activities:

Purchase of fixed assets	(3,017,237)	(2,552,601)
Principal paid on notes and leases	(380,961)	(228,226)
Interest paid on notes and leases	(152,274)	(82,004)
Proceeds from note payable	1,100,000	600,000
Proceeds from note receivable	9,280	8,592
Net cash used for capital investing activities	(2,441,192)	(2,254,239)

## Cash flows from investing activities

Interest earnings	112,566	105,546
<b>Increase (decrease) in cash</b>	<b>\$ 632,898</b>	<b>\$ (185,638)</b>
Cash and cash equivalents beginning of year	3,350,719	3,536,357
Cash and cash equivalents end of year	\$ 3,983,617	\$ 3,350,719

The accompanying notes are an integral part of the financial statements.



## FOOTNOTES

### NOTE 1: SUMMARY OF ACCOUNTING POLICIES

The Minnesota State Agricultural Society is charged with the conduct of the annual State Fair and management of the State Fairgrounds, as outlined by Chapter 37 of Minnesota Statutes. The financial activities of the society are accounted for as an enterprise fund which operates in a manner similar to a private business enterprise. Accordingly, the accompanying financial statements are presented on the accrual basis. The society's accounting practices conform to generally accepted accounting principles as prescribed by the Governmental Accounting Standards Board.

### NOTE 2: CASH AND CASH EQUIVALENTS

The society cash balance includes only deposits in the bank.

Minn. Stat. Section 118.01 requires that deposits by municipalities, including public corporations, be secured by depository insurance or a combination of depository insurance and collateral security. The statute further requires that total collateral computed at its fair market value be at least 10 percent more than the amount on deposit in excess of any insured portion at the close of the business day.

### NOTE 3: PROPERTY, STRUCTURES, UTILITIES AND EQUIPMENT

Property, structures, utilities and equipment are recorded at cost and depreciated using the straight-line method over the estimated useful life of the related assets. Costs of improvements and renovations that add to the original value or materially extend the useful life of the related asset, are capitalized and written off as depreciable charges over their estimated useful life.

	1995	1994
Land	\$ 2,228,778	\$ 2,228,778
Land improvements	2,653,644	1,695,055
Structures	24,980,337	23,622,353
Electrical system	2,551,178	2,420,366
Fence and fixtures	534,562	461,187
Gas system	91,182	91,182
Sewer system	693,943	465,651
Water system	520,437	520,437
Personal property	906,169	900,403
Total	35,160,230	32,405,412
Less accumulated depreciation	17,879,365	17,051,282
Net book value	\$ 17,280,865	\$ 15,354,130

### NOTE 4: CURRENT AND LONG-TERM LIABILITY ALLOCATIONS

	1995		1994	
	current	long-term	current	long-term
Notes payable (note 6)	\$491,374	\$1,930,556	\$304,458	\$1,380,471
Lease payable (note 7)	8,993	3,282	16,525	13,712
	\$500,367	\$1,933,838	\$320,983	\$1,394,183
Net increase (decrease)	\$179,384	\$539,655		

### NOTE 5: RETIREMENT PLAN

#### Plan Description

All society full-time employees must participate and are covered by defined benefit pension plans administered by the Minnesota State Retirement System (MSRS). MSRS administers the State Employees Retirement Fund (SERF) which is a cost-sharing, multiple-employer retirement plan. The payroll for employees covered by MSRS plans for the year ended October 31, was \$1,890,680 for 1994 and \$2,113,035 for 1995. Total society payroll was \$3,673,389 for 1994 and \$4,121,138 for 1995.

MSRS provides retirement benefits as well as disability benefits to members, and benefits to survivors upon death of eligible members. Benefits are established by State Statute and vest after three years of credited service. The defined retirement benefits are based on a member's average salary from the five highest successive years of covered salary, age, and length of service at termination of service. Two methods are used to compute benefits, the Step formula and the Level formula. Under the Step formula the annual accrual is 1 percent of average salary for the first 10 years of service and 1.5 percent for each remaining year. Under the Level formula, the annual accrual amount is 1.5 percent for each year of service. For MSRS members whose annuity is calculated with the Step formula, a full annuity is available when age plus years of service equals 90.

There are two types of annuities available to members upon retirement. The Single-life annuity is a lifetime annuity that ceases on the death of a member. The Optional annuity provides joint and survivor annuity options that reduce monthly annuity payments because the annuity is payable over joint lives. Members may also leave their contributions in the fund upon termination of public service in order to qualify for a deferred annuity at retirement age. Refunds of contributions are available to members who leave public service, but before retirement benefits begin.

#### Contributions Required and Contributions Made

Minnesota Statutes, Chapter 352 sets the rate for employee and employer contributions. Contributions are made to the fund by employees and the society based on a percentage of gross salary. The society

matches employee contributions and also pays an additional amount to retire prior years unfunded liabilities. The actuarially determined required contribution rates were 8.93 percent for 1994 and 9.15 percent for 1995. The current rates are 4.07 percent for employees and 4.20 percent for the society for a total of 8.27 percent. The total employer contributions for the society were \$79,059 for 1994 and \$88,747 for 1995.

#### Funding Status and Progress

The "pension benefit obligation" is a standardized disclosure measure of the present value of pension benefits, adjusted for the effects of projected salary increases and step-rate benefits, estimated to be payable in the future as a result of employee service to date. The measure, which is the actuarial present value of credited projected benefits, is intended to help users assess MSRS's funding status on a going-concern basis, assess progress made in accumulating sufficient assets to pay benefits when due, and make comparisons among Minnesota Retirement Systems and among employers.

The pension benefit obligations of the MSRS as of July 1, 1995 and 1994 are shown below:

(in thousands)	SERF 1995	SERF 1994
Total pension benefit obligations	\$3,339,193	\$3,376,267
Net assets available for benefits (cost basis)	3,401,803	3,147,006
Unfunded (assets in excess of) pension benefit obligations	62,610	(229,261)

The pension benefit obligation is a standardized measure of the actuarial present value of credited projected benefits. These valuations are as of July 1, 1995 and 1994.

#### Ten-Year Historical Trend Information

Ten-year historical trend information is presented in MSRS's Component Unit Financial Report for the year ended June 30, 1995. This information is useful in assessing the pension plans accumulation of sufficient assets to pay pension benefits as they become due.

#### Related Party Investments

As of October 31, 1995, and for the fiscal year then ended, MSRS held no securities issued by the society or other related parties.

#### Deferred Compensation

All society full-time employees are eligible to participate in the Minnesota State Deferred Compensation Plan for public employees. Deferred compensation is a plan that allows employees to place a portion of their earnings into a tax deferred investment program for long-term savings to supplement retirement and other benefits.

#### NOTE 6: NOTE PAYABLE

Notes payable consists entirely of promissory notes. The obligations bear interest rates related to the current prime rate in effect from time to time, ranging from .737 of the prime rate to 1 percent over the prime rate, and are due through 2006.

#### NOTE 7: LEASE PAYABLE

Leases meet the criteria of a capital lease as defined by **Statement of Financial Accounting Standards #13, "Accounting for Leases,"** which defines a capital lease generally as one which transfers benefits and risks of ownership to the lessee. The leases payable represent two leases for financing of one copier and a vehicle. The equipment was capitalized and the lease payable obligations were computed using the present values of the total lease payments.

The following is an analysis of the property under capital leases.

Asset Balances at October 31:	1995	1994
Class of Property:		
Office Equipment	\$ 51,300	\$ 51,300
Vehicle	15,560	15,560
Less: Accumulated amortization	57,524	44,152
	\$ 9,336	\$ 22,708

The following is a schedule by years of future minimum lease payments under capital leases together with the present value of the net minimum lease payments as of October 31, 1995:

Year ending October 31:	
1996	9,438
1997	3,358
Total minimum lease payments	\$ 12,796
Less: amount representing interest (1)	521
Present value of net minimum lease payments	\$ 12,275

(1) Amount necessary to reduce net minimum lease payment to present value calculated at the company's incremental borrowing rate at the inception of the leases.

#### NOTE 8: DESIGNATED FUNDS

This represents designated funds as set forth by Minnesota Statutes, Section 297A.25.



## SUPPORTING SCHEDULE - REVENUES AND EXPENSES

For the years ended October 31

1995

1994

### OPERATING INCOME

#### Ticket sales:

Carnival	\$ 4,424,566	\$ -0-
Coliseum	236,147	167,092
Grandstand	1,953,004	1,814,340
Outside gate	6,505,687	5,907,110
Parking	447,462	453,746
Tram	31,589	27,978

Total ticket sales	13,598,455	8,370,266
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#### Activities:

Box office	206,038	145,014
Campgrounds	81,018	76,121
Carnival	139,902	866,587
Competition	130,944	127,293
Entertainment	42,215	16,405
Forage	15,988	13,659
4-H Auction	60,855	-0-
Gift shop	99,693	111,475
Public safety	21,895	22,399
Sales	3,291,293	2,879,655

Total activities	4,089,841	4,258,608
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#### Other:

Miscellaneous	87,541	91,554
Non-fair events	1,319,535	1,163,148
Sale of bulk milk	12,005	13,420
Sale of market animals	81,477	76,887
Sponsorships and grants	303,535	225,771
Telephone	151,418	122,385

Total other	1,955,511	1,693,165
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Total operating income	\$ 19,643,807	\$ 14,322,039
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## OPERATING EXPENSES

For the years ended October 31

### Administrative:

	1995	1994
Annual meeting	\$ 8,402	\$ 6,987
Bad debt	280	488
Board honorarium	10,400	10,400
Computers	41,161	29,379
Dues and subscriptions	14,645	13,088
Employment services	54,776	-0-
Insurance	110,379	98,215
Legal services	47,022	28,371
Legislative audit	19,636	31,565
Medical insurance	184,962	179,335
Paid leave	250,450	171,348
Planning	-0-	109
Postage and mailing service	148,152	146,447
Printing and supplies	94,693	83,868
Retirement fund	88,729	79,059
Salaries	262,180	260,087
Social security	304,142	269,682
Staff services	32,336	5,667
Telephone	86,371	81,178
Travel expense	60,085	43,012
Unemployment compensation	5,872	10,613
Workers compensation	49,558	66,258
<b>Total administrative</b>	<b>1,874,231</b>	<b>1,615,156</b>

### Activities and Support:

Admissions	130,821	130,452
Advertising	604,571	590,050
Bee culture	7,321	7,010
Box office	204,204	190,248
Campground	24,581	22,944
Carnival	3,276,888	25,103
Cattle	52,863	46,854
Christmas trees	3,904	3,335
Competition	143,899	137,137
Creative activities	46,719	45,008
Dairy products	1,738	1,705
Education	24,621	20,615
Farm crops	12,298	10,487
Finance	177,162	173,773
Fine arts	23,327	23,297
Flower and agriculture shows	32,350	31,750
Flowers	6,468	6,553
Forage	15,124	9,719
4-H Club	160,672	147,209
Free entertainment	812,002	684,787
Fruit	7,566	6,833
FFA	35,303	36,510



## OPERATING EXPENSES (CONTINUED)

For the years ended October 31

	1995	1994
Gate tickets	144,408	127,944
Gift shop	84,582	93,093
Goats	4,014	4,358
Grandstand—concerts	1,689,254	1,837,526
Grandstand—race	148,155	137,166
Guest and staff services	125,621	179,087
Heritage exhibits	16,681	13,733
Horses and rodeo	227,071	247,816
Llamas	2,610	2,207
Marketing	594,463	415,259
Meats	4,445	4,368
Park & Ride	310,953	260,738
Parking	131,494	132,760
Poultry	10,529	10,432
Public safety	328,884	343,767
Sales	519,360	461,839
Sanitation	662,142	568,978
Senior citizens	27,318	31,255
Sheep	8,046	7,181
Swine	11,637	9,400
Ticket audit	5,364	4,956
Tram	36,406	36,425
Vegetables	5,167	4,970
<b>Total departmental</b>	<b>10,903,006</b>	<b>7,286,637</b>
Premiums:		
Bee culture	2,718	2,623
Cattle	85,203	85,627
Christmas trees	1,765	1,745
Creative activities	10,248	10,475
Dairy products	745	745
Education	9,977	10,093
Farm crops	14,356	14,200
Fine arts	8,000	8,000
Flowers	2,379	2,443
4-H Auction	60,855	-0-
4-H Club	59,965	61,341
Fruit	1,493	1,446
FFA	48,566	42,859
Goats	8,356	8,221
Horses	85,369	84,070
Llamas	3,565	3,375
Poultry	9,772	10,242
Rural youth scholarships	20,000	20,000
Sale of bulk milk	11,999	12,997
Sale of market animals	81,477	76,957
Sheep	24,691	21,112
Swine	22,907	21,147
Talent contest	9,310	9,100
Vegetables	2,921	3,145
<b>Total premiums</b>	<b>586,637</b>	<b>511,963</b>



For the years ended October 31	1995	1994
Other:		
Institutional tickets	79,653	77,127
Miscellaneous	21,539	26,049
Non-fair events	625,181	556,812
Veterinarian service	34,033	33,440
<b>Total other</b>	<b>760,406</b>	<b>693,428</b>
Plant operations:		
Architectural and engineering	43,959	81,128
Building inspections	131	11,227
Fire and police service	104,473	122,580
Fuel, oil and gasoline	32,624	36,079
Greenhouse	98,562	103,581
Property tax and assessments	13,652	5,931
Salaries and contract services	410,137	452,339
Set-up and take-down	755,716	672,555
Signs	10,888	15,689
Supplies	50,463	54,192
Utilities	184,846	159,790
Watchmen	70,972	70,276
Water and sewer	105,636	129,869
<b>Total plant operations</b>	<b>1,882,059</b>	<b>1,915,236</b>
Plant maintenance:		
Electric system	115,192	102,817
Fence and fixtures	30,094	34,463
Gas system	2,409	365
Land	37,566	20,307
Personal property	152,973	147,504
Sewer system	4,926	9,144
Streets and sidewalks	91,242	57,438
Structures	338,720	326,986
Vehicles	155,846	140,641
Water system	21,470	28,968
<b>Total maintenance</b>	<b>950,438</b>	<b>868,633</b>
Depreciation:		
Electric system	71,007	67,197
Fence and fixtures	23,096	19,427
Gas system	758	764
Land improvement	112,014	34,301
Personal property	141,379	156,081
Sewer system	20,122	9,026
Structures	710,180	670,120
Water system	11,946	11,947
<b>Total depreciation</b>	<b>1,090,502</b>	<b>968,863</b>
Total operating expense	\$ 18,047,279	\$ 13,859,916
Net operating income	\$ 1,596,528	\$ 462,123
NONOPERATING INCOME (EXPENSES)		
Interest income	115,387	110,564
Interest expense	(152,274)	(82,004)
NET INCOME	\$ 1,559,641	\$ 490,683



## **SUPPORTING SCHEDULE—CASH & CASH EQUIVALENTS**

Herewith find the report of cash and cash equivalents of the Minnesota State Agricultural Society for the year ending October 31, 1995:

Beginning balance November 1, 1994

Imprest fund—cash on hand	\$ 3,000
Checking accounts	114,260
Cash equivalents	3,230,197
Trust fund	3,262

Total	\$ 3,350,719
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Increase (Decrease) in Cash for 1995	632,898
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Ending Cash Balance October 31, 1995	\$ 3,983,617
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Detail of Year-End Cash Balance:

Imprest fund—cash on hand	\$ 3,000
Checking accounts	247,688
Cash equivalents	3,729,667
Trust fund	3,262

Total	\$ 3,983,617
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Respectfully submitted,  
Mike Heffron  
Executive Vice President

St. Paul, Minnesota

October 31, 1995





STATE OF MINNESOTA

**OFFICE OF THE LEGISLATIVE AUDITOR**

CENTENNIAL BUILDING, 658 CEDAR STREET • ST. PAUL, MN 55155 • 612/296-4708 • TDD RELAY 612/297-5353

JAMES R. NOBLES, LEGISLATIVE AUDITOR

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## **Auditor's Report on the Internal Control Structure**

Mr. Howard Morris, President  
Board of Managers  
State Agricultural Society

Mr. Michael D. Heffron, Executive Vice President  
State Agricultural Society

Members of the State Agricultural Society

We have audited the financial statements of the State Agricultural Society, as of and for the year ended October 31, 1995, and have issued our report thereon dated February 9, 1996.

We conducted our audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

The management of the State Agricultural Society is responsible for establishing and maintaining an internal control structure. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of internal control structure policies and procedures. The objectives of an internal control structure are to provide management with reasonable, but not absolute, assurance that assets are safeguarded against loss from unauthorized use or disposition, and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in accordance with generally accepted accounting principles. Because of inherent limitations on any internal control structure, errors or irregularities may nevertheless occur and not be detected. Also, projection of any evaluation of the structure to future periods is subject to the risk that procedures may become inadequate because of changes in conditions or that the effectiveness of the design and operation of policies and procedures may deteriorate.

In planning and performing our audit of the financial statements of the State Agricultural Society for the year ended October 31, 1995, we obtained an understanding of the internal control structure. With respect to the internal control structure, we obtained an understanding of the design of relevant policies and procedures and whether they have been placed in operation, and we assessed control risk in order to determine our auditing procedures for the purpose of expressing our opinion of the financial statements and not to provide an opinion on the internal control structure. Accordingly, we do not express such an opinion.



Mr. Howard Morris, President  
Mr. Michael D. Heffron, Executive Vice President  
Members of the State Agricultural Society  
Page 2

We noted a matter discussed in Finding 1 involving the internal control structure and its operation that we consider to be a reportable condition under standards established by the American Institute of Certified Public Accountants. Reportable conditions involve matters coming to our attention relating to significant deficiencies in the design or operation of the internal control structure that, in our judgment, could adversely affect the society's ability to record, process, summarize and report financial data consistent with the assertions of management in the financial statements.

A material weakness is a reportable condition in which the design or operation of one or more of the specific internal control structure elements does not reduce, to a relatively low level, the risk that errors or irregularities, in amounts that would be material in relation to the financial statements being audited, may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions.

Our consideration of the internal control structure would not necessarily disclose all matters in the internal control structure that might be reportable conditions and, accordingly, would not necessarily disclose all reportable conditions that are also considered to be material weaknesses as defined above. However, we do not believe that the reportable condition described above is a material weakness.

We also noted other matters involving the internal control structure and its operation that we reported orally to the management of the State Agricultural Society at an exit conference held on April 2, 1996.

This report is intended for the information of the State Agricultural Society management and the Legislative Audit Commission. However, this report is a matter of public record, and its distribution is not limited.



James R. Nobles  
Legislative Auditor



John Asmussen, CPA  
Deputy Legislative Auditor

February 9, 1996



STATE OF MINNESOTA

**OFFICE OF THE LEGISLATIVE AUDITOR**

CENTENNIAL BUILDING, 658 CEDAR STREET • ST. PAUL, MN 55155 • 612/296-4708 • TDD RELAY 612/297-5353

JAMES R. NOBLES, LEGISLATIVE AUDITOR

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**Report on Compliance Based on an Audit of Financial Statements**

Mr. Howard Morris, President  
Board of Managers  
State Agricultural Society

Mr. Michael D. Heffron, Executive Vice President  
State Agricultural Society

Members of the State Agricultural Society

We have audited the financial statements of the State Agricultural Society, as of and for the year ended October 31, 1995 and have issued our report thereon dated February 9, 1996.

We conducted our audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

Compliance with laws, regulations, contracts and grants applicable to the State Agricultural Society is the responsibility of the society's management. As part of obtaining reasonable assurance about whether the financial statements are free from material misstatement, we performed tests of the society's compliance with certain provisions of laws, regulations, contracts and grants. However, the objective of our audit of the financial statements was not to provide an opinion on overall compliance with such provisions. Accordingly, we do not express such an opinion.

The results of our tests disclosed no instances of noncompliance that are required to be reported herein under *Government Auditing Standards*.

This report is intended for the information of the State Agricultural Society management and the Legislative Audit Commission. However, this report is a matter of public record, and its distribution is not limited.

James R. Nobles  
Legislative Auditor

John Asmussen, CPA  
Deputy Legislative Auditor

February 9, 1996



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## Current Finding and Recommendation

### 1. The State Agricultural Society did not adequately control receipts from the State Fair's carnival ticket sales.

The State Agricultural Society did not implement effective control procedures to adequately control carnival ticket sales. As a result, the society was unable to account for \$41,983 of carnival receipts.

To increase its profit from the midway, the society decided to internally manage carnival activities for the 1995 State Fair. In previous years, the society had contracted with a carnival vendor to organize the rides and games, sell tickets and handle the cash. The contract had provided the society with a percentage of the ticket sales. For the 1994 State Fair, the society earned \$841,484 from the carnival contract. Beginning in 1995, the society negotiated contracts with individual ride and game vendors, managed the ticket sales, processed all cash generated from ticket sales, and paid the ride and game vendors based on their ticket sales. As a result, the society earned a net profit of \$1,287,580 from the carnival during the 1995 State Fair, a net increase of \$446,096 over the previous year.

In anticipation of managing carnival activities, the society established procedures for cash pickup, vault processing and cash or ticket delivery to sellers. The procedures were similar to those the society had used for outside gate ticket sales during past fairs. The procedures called for reconciliations of each ticket seller's actual tickets sold to the seller's cash on hand.

Once the fair began, however, the society discovered that the predetermined procedures would not work effectively. Ticket volume was much greater than the society had anticipated. During the fair, the carnival sellers collected nearly \$4.5 million in receipts. In addition, the physical layout of the ticket booths created logistical problems. Fair personnel were unable to reach all 24 carnival ticket booths to replenish tickets. As a result, sellers shared tickets with each other, adversely affecting each seller's accountability for ticket inventories. The runners also were unable to collect cash in a timely manner, so sellers put unreconciled cash in bags for delivery to the vault. The vault personnel had great difficulty organizing and counting the sellers' cash. The fair staff worked each night after the fair closed and throughout the next day to verify carnival ticket activity.

All of these issues affected the accuracy of the carnival ticket sale reconciliations and each seller's accountability. Seller ticket reconciliations resulted in numerous overages and shortages. After accumulating all the individual overages and shortages, the society was unable to account for \$41,983 of carnival cash.

#### *Recommendation*

- *Society staff need to revise their carnival ticket procedures to provide adequate control over carnival ticket receipts.*



April 2, 1996

Ms. Jeanine Leifeld  
Audit Manager  
Minnesota Legislative Auditor  
Centennial Building  
658 Cedar Street  
St. Paul, MN 55155

Dear Ms. Leifeld:

Society management is equally concerned that the integrity of its carnival cash handling operation be effectively safeguarded, and agrees that ticket selling procedures used during the 1995 State Fair did not demonstrate adequate control.

Absent a successful working model to guide our first effort, we failed to anticipate the volume and rate of cash activity, as well as the impact of having ticket booths located at great distances, one from another and each from the central vault facility.

The following will outline changes planned for 1996 to address the reconciliation and control problems noted in your audit findings:

We will utilize larger, six-position sales facilities to place a larger number of sellers in fewer locations. Each booth will contain a central reconciliation area with a supervisor stationed inside to facilitate check-out, check-in, settlement, lunch breaks and immediate delivery of tickets and change. Central vault personnel will not deal with the needs of individual sellers, but rather, will provide daily reconciliation of each multiple-position booth.

The benefits derived from this change will be several; most specifically, it will isolate each seller, allow for selective, instantaneous reconciliation and provide a mechanism for encapsulating overages and shortages in small amounts.

These corrective measures were designed jointly by the finance division (Marshall Jacobson), who will supervise ticket sales and cash management and the sales division (Jim Sinclair), who will oversee ticket collections and contractor settlement(s); these measures will be in place for the 1996 State Fair.

Thank you for your cooperation in dealing with society fiscal matters. If I can be of assistance in the ongoing audit process, please let me know.

Sincerely,

Mike Heffron  
Executive Vice President



# Meeting Minutes

## SALES COMMITTEE MEETING

St. Paul Radisson Hotel, Kellogg II Room  
Saturday, January 14, 1995 - 9:00 a.m.

Members present: Prokosch, chair; Annexstad; Keenan; Lund; Morris; Recknor; Schmidt; Simons; Steltz; Roehlike, ex officio; Heffron, ex officio; Sinclair, ex officio; Wenzel, ex officio.

Also present: Rustad, Hammer, Jacobson, Birk, Fischler and Johnson.

A list of percentage attractions, corresponding ticket prices and percentage terms for the 1995 fair were presented to the committee. The report, which included a 50¢ increase in all Skyride ticket categories, a 25¢ increase in Giant Slide ticketing, an averaging of two ticket prices into one on petting zoo animal rides and adjustments to midway attraction couponing and license terms, was discussed and approved on a motion by Mr. Simons, seconded by Mr. Keenan and carried (Aye-8; Nay-0):

### 1995 MINNESOTA STATE FAIR PERCENTAGE ATTRACTION, FEE AND PRICES

Concessionaire	Attraction	Ticket Price(s)	Percentage(s)
Antique Auto Club of America Minnesota Region	Antique Auto Museum	\$1.00	30%
Arrow Enterprises, Inc.	Skyride	\$1.75 = Child-One Way* \$2.25 = Child-Round Trip* \$2.25 = Adult-One Way* \$3.00 = Adult-Round Trip*	25%
Desplenter Novelties	Novelty Concessions	Non-ticketed activity	Guarantee of \$8,800 and 30% of gross sales over \$35,200
Entertainment Developers	Ejection Seat	\$50.00 = Single \$30.00 = Double (each)	20%
Giant Ride, Inc.	Giant Slide	\$1.50 *	30%
Grandstand and Free Stage Entertainer Merchandise Sales	Entertainer Merchandise	Non-ticketed activity	15%
Grandstand Food/Beverage Concessionaire	Food and Beverages (Grandstand Seating Area)	Non-ticketed activity	30% of the first \$20,000 in gross sales and 32% of gross sales over \$20,000, plus appropriate fees for 3.2 beer sales
Hahn/Gilles	Maze	\$1.00	20%
Iwerks Entertainment, Inc.	Simulation Theater	\$4.00	10% of the first \$48,000 and 20% of gross sales over \$48,000
K & M Recreation, Inc.	Haunted House	\$2.50	27% of gross sales through \$100,000 and 30% of gross sales over \$100,000
Mighty Midway	Rides, Shows and Games of Skill	Single ticket = \$.50 Ticket Sheets: Fair-Time = 20 coupons for \$10.00 Advance = 20 coupons for \$8.00	Rides and Shows: 45% of tickets redeemed Games of Skill: 18% of tickets redeemed
Miscellaneous	Misc. Merchandise Sales	Non-ticketed activity	10%
R. W. Commerford & Sons, Inc.	Petting Zoo Animal Rides	\$2.50 *	20%
River Raft Ride, Inc.	Raft Ride	\$2.50	0% of ticket sales to \$80,000; 10% of ticket sales from \$80,000 to \$150,000 and 25% of ticket sales over \$150,000
	Pirate Tag	\$2.00	25%
Ventnor Place, Inc.	Space Tower	Children = \$1.00 Adults = \$1.75	
Ye Old Mill Amusements, Inc.	Old Mill Canal Boat Ride	Children = \$1.25 Adults = \$1.50	25%

\* Denotes adjustment for 1995

The preceding represent percentage fees payable the Minnesota State Fair on receipts from operation of the named attractions. Percentages are applied after state sales tax is deducted from the gross receipts; reconciliation between the State Fair and concessionaire is made on the balance.

Following discussion of 3.2 malt beverage license fees and retail product pricing, a motion was made by Mr. Recknor, seconded by Mr. Steltz and carried, that the following ten (10) malt beverage concession licenses be approved for the 1995 fair (Aye-8; Nay-0):

### 1995 MINNESOTA STATE FAIR 3.2 BEER CONCESSIONS

Brede Enterprise, Inc.	Blk. 35 Crossroads	Bldg. 351	Beer Garden
Cleworth's Food & Beverage	Blk. 42 Arcade Bldg.	Bldg. 421	Spaces 1 - 15
James W. Crocker	Blk. 31 Village	Spaghetti	Lots 16, 17 & 18
John A. Giere	Blk. 42 Arcade Bldg.	Bldg. 421	Spaces 24 - 32
H.M.H. of St. Paul, Inc.	Blk. 47 Bazaar	Bldg. 471	Space A
Hildebrand Concessions, Inc.	Blk. 28 Grandstand and Infield	Bldg. 281	Seating Area
Kirschner's Beer Stube	Blk. 45 Ag-Hort Bldg.	Bldg. 451	Space H
Midway Men's Club	Blk. 30	Lot S	

Ward Food Services	Blk. 50 Coliseum 212 & 213 and 268	Bldg. 501 200 & 250	Spaces 113 & 159
Richard C. Werner	Blk. 42 Arcade Bldg.	Bldg. 421	Spaces 26 - 21

The committee reviewed the following list of multiple-site concession and exhibit agreements to be issued for the 1995 fair. Itemized agreements were approved on a motion by Mr. Keenan, seconded by Mr. Lund and carried (Aye-8; Nay-0):

### 1995 MINNESOTA STATE FAIR MULTIPLE LOCATION CONCESSIONS/EXHIBITS

Name	Description	Number Of Sites
Larry Abdo/Gopher State Ice Co.	Pocket Pies/Ice	2
American Amusements Arcades	Coin Operated Arcade Games	2
American Dairy Association	Ice Cream, Milk and Dairy Foods	2
Mark Andrew	French Fries/S'Mores	2
Arrow Enterprises, Inc.	Skyride/Food and Beverages	2
Ben Benson	Bratwurst	2
Bodine's Inc.	Organs and Pianos	2
Cenaiko Enterprises, Inc.	Chamois	2
Gary Crutchfield Concessions	Cheese on a Stick	2
William F. Danielson	Onion Rings/Pizza	2
Fisherman's Wharf Seafood	Fish and Beverages	2
George Funk	Leather Crafts/Coffee	2
Giant Ride, Inc.	Giant Slide/Cheese on a Stick	2
John A. Giere	Food, Beverages and 3.2 Beer/Games (contiguous)	2
Hixon Glass Blowers	Blown and Spun Glass	2
Holly's Hobby	Hand Crafts	2
Shirley Hudspeth	Victorian Merchandise and Foil Art/Massage Equipment	2
Tina Isaac	Food and Beverages/Tempura Vegies	2
Gregory B. Kusick	Cotton Candy	2
Kirch Enterprises/Gasthaus Edelweiss	Bratwurst/Food and Beverage	2
Gary Larson	Popcorn, Caramel Corn and Caramel Apples	2
M & D Enterprises	Fudge	2
Major League Sports Shops	Professional Sports Team Merchandise	2
Matt Milner Sales	Novelties	2
Mini-Kabob Foods	Kabobs	2
Minn. Honey Producers	Honey, Honey Ice Cream and Candy	2
Lee Moss Amusements	Digger Skill Games	2
Muskar, Inc.	Fried Cheese Curds	2
National Icee Corp.	Icee Frozen Beverages	2
National Service Company	Jewelry Cleaner	2
Nomar, Inc.	Hokey Sweepers, Dusters and Brooms	2
Northland Emblem	Patches and Emblems for hats	2
Louise H. O'Neil	Hot Dogs on a Stick	2
Orange Treet	Orange Treet Drink/Pineapple on a Stick	2
Patterson Products	Resin Products/Stone Molds	2
St. Paul Pioneer Press	Newspapers	2
Schmitt Music Centers	Pianos and Organs	2
Robert L. Shutes	Food and Beverages	2
Televac Computer Company	Personality Computers	2
Tom Thumb Donut Corp.	Tom Thumb Donuts	2
Paul S. Ward	Corn on the Cob, Hamburgers and Foot Long Hot Dogs	2
Jodeen L. Warden	Popcorn, Caramel Corn, Caramel Apples and Rosettes	2
Watkins, Inc.	Watkins Products	2
Jerry Woldorsky	Buffalo Burgers/Baked Potatoes	2
Wozniak Concessions	French Fries	2
Robert W. Crocker	Root Beer	3
Darlinda, Inc.	Pie/Dining Hall (contiguous)	3
Lynn Davis	Ice Cream, Sno Cones, Caramel Apples and Beverages	3
Maxine W. Davis	Ice Cream, Sno Cones, Caramel Apples, Beverages and Baked Potatoes	3
Delrick Enterprises	Popcorn, Caramel Corn, Caramel Apples and Beverages	3
Encyclopaedia Britannica	Encyclopaedias	3
Fresh Fruit	Fruit	3
James Johnson	Foot Long Hot Dogs	3
Chester H. Nairne Company	Oster Blenders/Supra Silverstone Cookware	3
Edward and Sally Nuebel	Fish & Chips/Nut Products	3
Offerman and Company	Investment Information	3



Fred C. O'Neil, Jr.	Hot Dogs on a Stick	3
Leah H. O'Neil	Hot Dogs on a Stick	3
Theodore G. O'Neil	Hot Dogs on a Stick	3
James and Ethel Peters	Hot Dogs/Polish Sausage	3
Philip M. Sampson	Games of Skill	3
Schultz's Concessions	Hamburgers and Hot Dogs	3
Gloria Shutes	Food and Beverages	3
Gregory J. Tetrault	Ice Cream, Sno Cones, Caramel Apples and Beverages	3
Melvyn Townsend	Foot Long Hot Dogs	3
John Tysseling	Fried Mushrooms/Turkey Drumsticks/Apple Fritters	3
Kathy Yahr	Cotton Candy	3
Hannasch, Inc.	Sno Cones	4
James Hartley	Cotton Candy	4
Hohenwald Enterprises, Inc.	Food and Beverages	4
Eugene R. LaVaque	Sno Cones	4
Minnetonka Moccasin Company	Moccasin Footwear	4
Philip M. Sampson	Games of Skill	4
Schroder Concessions	Popcorn, Caramel Corn, Caramel Apples, Cheese Curds, Lemonade and Bratwurst	4
State Fair Penny Arcade	Coin Operated Arcade Games/ Games of Skill	4
Syndicate Sales Corp.	Vegetable Cutters, Dusters, Bowmakers, Woks and Rotary Food Processors	4
Ward Food Services	Food, Beverages and 3.2 Beer (Coliseum)	4
Desplenter Novelties	Novelties	13

Comparison reports of multiple site concession, exhibit, food and beverage licenses issued between 1975 and 1994 were presented to the committee for review; no action necessary:

#### MINNESOTA STATE FAIR EXHIBIT/CONCESSION CONTRACT COMPARISON 1985 - 1989 - 1990 - 1994

Number of Individual Locations	Held by the Following Number of Persons			
	1985	1989	1990	1994
1	865	959	995	1,012
2	55	55	51	43
3	24	17	20	22
4	10	7	15	10
5	4	10	4	0
6	4	3	1	0
7	3	0	0	0
9	1	0	0	0
13	0	0	0	1
17	0	0	0	
21	0	0	1	
23	0	1		
26	1			
33	1			
Total Number of Locations Available	1,220	1,239	1,264	1,217
Number of Persons Holding Locations	968	1,052	1,087	1,088
Percentage of Persons Holding Four (4) or Fewer Locations	99%	99%	99%	99%
Percentage of Locations Held In Units Smaller Than Five (5)	91%	97%	98%	99%
Number of Locations Held By Minnesota Residents	890	949	994	928
Percentage of Locations Held By Minnesota Residents	73%	77%	79%	76%

#### MINNESOTA STATE FAIR FOOD/BEVERAGE CONCESSION CONTRACT COMPARISON 1975 - 1985 - 1990 - 1994

Number of Individual Locations	Held by the Following Number of Persons			
	1975	1985	1990	1994
1	95	147	188	179
2	20	29	27	23
3	4	14	14	18
4	5	6	9	6
5	3	2	2	
7	0	2		
9	1	1		
12	1	0		
13	2	0		
14	2	0		
17	1	0		
26	0	1		
32	1			
Total Number of Locations Available	306	333	330	303
Number of Persons Holding Locations	135	203	240	226
Percentage of Persons Holding Four (4) or Fewer Locations	55%	82%	97%	100%
Percentage of Locations Held In Units Smaller Than Five (5)	55%	82%	97%	100%
Number of Locations Held By Minnesota Residents	158	292	287	258
Percentage of Locations Held By Minnesota Residents	52%	88%	87%	85%

It was moved by Mr. Keenan, seconded by Mr. Lund and carried, that the personal property (structure and equipment) situated on lot A in block 36, presently owned by Hohenwald Enterprises, Inc., be approved for transfer to Mr. Mark Andrew (Aye-8; Nay-0).

Sinclair provided the committee with a status report of the contract process currently underway to develop an independent midway production at the 1995 Minnesota State Fair, including summaries of commitments recommended for midway attractions, games of skill and support services. On a motion by Schmidt, seconded by Annexstad and carried, approval was granted to license the attractions and games of skill summarized below (Aye-8; Nay-0):

#### MIDWAY ATTRACTIONS

1. Archway Amusements (Joe Noerper) - Imperial, MO
  1. Slide
2. Bernweg Industries, Inc. (Jim Wegerly) - Oakland, MI
  1. Startrooper
3. Bishop Amusement Rides (Jim Bishop) - San Antonio, TX
  1. Top Spin
  2. Force 10
  3. Evolution
4. Amusements, Inc. (Charles Noland) - Dallas, TX
  1. Convoy - Zamperla
  2. Wacky Worm
  3. Red Baron
  4. Hampton Jumping Motorcycle
5. Conklin Shows, Inc. (Frank Conklin) - West Palm Beach, FL
  1. Mark I Roller Coaster
6. Cristiani Rides (Del Rio Cristiani) - Sarasota, FL
  1. Adult Bumper Boats
7. Leslie E. Davis - Lubbock, TX
  1. Witch's Castle Dark Ride
8. Action Amusements (Jay Earlywine) - Phoenix, AZ
  1. Persian Camel
9. F & W Ride, Inc. (Mike Williams/Mike Sievers) - Jackson, MS
  1. Gravitrion (2nd)
10. Falling Star Enterprises, Inc. (Harold "Bud" Reynolds) - Chesapeake City, MD
  1. Falling Star
11. Farrow Amusement Co., Inc. (Mike Williams/Mike Sievers) - Jackson, MS
  1. Kamikaze
  2. Scooter
  3. Century Wheel
  4. Tilt-A-Whirl
  5. Jungle of Fun
12. Floyd & Baxter (Jimmy Floyd/Billy Baxter) - Lebanon, TN
  1. Wave Swinger
  2. Convoy - Sartori
  3. Merry-Go-Round
  4. Barrel of Fun
13. Golden State Amusement Co., Inc. (Dan Quinn) - Sebastopol, CA
  1. Kiddie Bumper Boats
14. Jessop Amusements (Jay Jessop) - Cambridge City, IN
  1. Cake Walk
15. James P. Lee, Jr. - Palm Beach Gardens, FL
  1. Bumble Bee
  2. Dune Buggies
  3. Mini Swing
  4. Funny Farm
  5. Castlemania
16. Wayne McDaniel - New Braunfels, TX
  1. Hofbaru House German Fun House
17. Manuel Martinez - Porterville, CA
  1. Sky Wheel
  2. Super Roundup
18. Gold Star Amusements (Mike Featherston) - Coon Rapids, MN
  1. Spider
  2. Berry-Go-Round
  3. Zendar
19. Pugh Shows, Inc. (Jeff Pugh) - Lancaster, OH
  1. Giant Wheel
  2. Zipper
  3. Video Fun House
  4. Samba Balloon
  5. Fire Chief
20. R & R Rides (Rose Barton) - Chandler, AZ
  1. Hop-A-Round
21. Steck Equipment Co., Inc. (Dwayne Steck) - Dallas, TX
  1. Love Bugs
  2. Raiders
  3. Dragon Wagon
22. R & M Stoughton (Richard J. Stoughton) - Lancaster, OH
  1. Tinsel Town (two-story mirror maze/glass house)
23. Thomas Carnival, Inc. (Tom Atkins/John Hanschen) - Austin, TX
  1. Sea Dragon
  2. Tilt-A-Whirl
  3. Thunderbolt
  4. Mini Enterprise
  5. Mini Jet - Baby Dragon
  6. Casa Loco Glass House
24. D & D Equipment (Don C. Tyree) - Joshua, TX
  1. Flying Elephant
  2. Mini Twister
25. Michael F. Wood - Dansville, MI
  1. Orbitor
  2. "The Bounce"
  3. Zipper
26. Francis G. "Red" Wood - Mason, MI
  1. Sleigh Ride



2. Crazy Dance
3. Starship 2000
4. Star Blaster
5. Kiddie Ferris Wheel
6. 4 x 4
27. M.A.S. (Red Wood) - West Lake, LA
1. Scorpion

Main Midway = 38

Kiddieland (Blk. 30) = 27

Total = 65

Total number of rides/shows "targeted" for placement = 70

#### MIDWAY GAMES OF SKILL

1. AB's Concessions (Andy Bogue) - Imperial, CA
  1. & 2. Frog Fishing/Bouy Ball Toss (combination)
  3. Horse Race Derby
  4. Rising Waters
  5. Balloon Dart
  6. Roll-A-Ball Derby
2. Candice P. Anderson - Tampa, FL
  1. Bottle Up
  2. Goblets
  3. King Kong
3. Ann's Concessions (Ann Sedlmayr) - Tampa, FL
  1. Balloon Dart
  2. Balloon Dart
  3. Balloon Dart
4. B & H Attractions (Bob Halifax - Hampton Co., Inc.) - Burlington, MI
  1. Kentucky Derby
  2. Fire House Water Game
  3. Water Works Balloon Pop
  4. Bug Buster
  5. Balloon Water Race
  6. Roll-A-Ball Derby
5. George Bazinet - Royal, AK
  1. Dime Pitch
  2. Star Dart
6. T.F. Bors & Co. (Tim Bors) - Mason, MI
  1. Skee-ball Lightening
  2. Terminator Shoot Out The Star
7. C and F Concessions (Sandra F. Christman) - West Union, IA
  1. Balloon Dart
8. Carter Concessions (Curtis Carter) - Wheaton, MO
  1. Short Range
  2. Bouy Ball Toss
  3. Mini Basketball
  4. Skee-ball
9. Cassata Concessions (Jack D. Cook) - Daytona Beach, FL
  1. Whac-A-Mole
  2. Rising Waters
  3. Water Race Derby
  4. Bowler Roller
  5. Water Race Derby
10. David Nemeth - San Antonio, TX
  1. & 2. Bank-A-Ball/Star Dart (combination)
  3. Long Range Basketball
  4. Football
  5. Long Range Basketball
11. Gary Oren Concessions (Gary Oren) - Parker City, IN
  1. Long Range Basketball
  2. Mini Basketball
  3. Roll-A-Ball Derby
  4. Hippo Balloon Water Race
12. Dale Parker & Deanna Parker Wilkins - Zephyrills, FL
  1. Sweeper
  2. Sweeper
13. Potopas Concessions (Dave Potopas) - Longwood, FL
  1. Milk Can
  2. Duck Pond
  3. Big Mouth Ball Toss
  4. Roll Down
14. SYD Concessions (Greg C. Gravelle) - West Palm Beach, FL
  1. Hockey
  2. Break-A-Plate
15. Timothy M. Tallmadge - Tampa, FL
  1. Ring-A-Bottle
  2. Balloon Dart
16. Clarence Taylor - Gibsonton, FL
  1. Goblets
  2. Flip-A-Chick
  3. Break-A-Bottle
17. United Concessions (Raymond A. Hawkins) - Kenner, LA
  1. Pool
  2. Fish-A-Rama
  3. Bank-A-Ball
  4. One Ball
18. Bob and Trudy West - Okoboji, IA
  1. Pool
  2. Start Dart
  3. Ring-A-Bottle
  4. Beer Bust

Totals = 62 Games of Skill on 60 sites  
1,596 1/2 feet

Heffron reviewed a letter circulated by the Association of Minnesota State Fair Enterprises, an organization which seeks to represent fair concessionaires and exhibitors. He detailed how the text of the letter related false and misleading information with respect to the organization's influence on management decisions and board policy, and indicated that, in fact, the staff had not dealt with this organization on any subject. Moreover, he indicated that staff intended to continue communicating directly with exhibitors and concessionaires as part of the normal process, and in this instance to disclose the falsehoods as presented in the aforementioned AMSFE correspondence. No action necessary.

The meeting was adjourned on a motion by Schmidt, seconded by Annexstad and carried (Aye-8; Nay-0).

#### PLANNING COMMITTEE MEETING

St. Paul Radisson Hotel, Kellogg II Room  
Saturday, January 14, 1995 - 1:00 p.m.

Members present: Morris, chair; Lund; Steltz; Annexstad; Schmidt; Recknor; Roehlke, ex officio; Heffron, ex officio; Sinclair, ex officio; Wenzel, ex officio.

Also present: Hammer; Jacobson; Birk; Fischler; Armstrong; Rustad; Simons; Prokosch.

A proposed 1995 improvement and maintenance budget totaling \$4.4 million was presented by Mr. Wenzel and reviewed by the committee. Also discussed was a preliminary 1996 project list of \$3.5 million.

Following discussion, it was moved by Mr. Annexstad, seconded by Mr. Steltz and carried that the budget be accepted as presented and that a committee recommendation be made for full board approval. Included in the motion was staff authority to adjust specific line items as appropriate to changes which might occur during the course of the budget year (Aye-5; Nay-0).

#### MAINTENANCE AND IMPROVEMENT BUDGET SUMMARY

	1995	1996
A. Structure Improvements:	1,447,875	1,967,000
B. Land Improvements:		
BI. Fencing & Fixtures	105,000	39,500
BII. Grading, Sod & Trees	913,900	0
BIII. Sewer System	359,600	200,000
BIV. Streets & Sidewalks	22,325	9,500
BV. Water Distribution System	0	0
BVI. Gas Distribution System	0	0
BVII. Land Purchases	0	0
<b>TOTAL Land Improvements</b>	<b>1,400,825</b>	<b>249,000</b>
C. Personal Property:	286,325	36,975
D. Electric Plant:	159,950	225,100
<b>TOTAL Improvements</b>	<b>3,294,975</b>	<b>2,478,07</b>
E. Structure Maintenance:	374,475	367,450
F. Land Maintenance:		
FI. Fencing & Fixtures	48,200	48,500
FII. Grading, Sod & Trees	35,500	30,500
FIIL. Sewer System	9,500	7,500
FIV. Streets & Sidewalks	143,200	52,000
FV. Water Distribution System	17,500	41,700
FVI. Gas Distribution System	1,000	1,000
<b>TOTAL Land Maintenance</b>	<b>254,900</b>	<b>181,200</b>
G. Personal Property Maintenance:	172,600	129,250
H. Vehicle Maintenance:	166,900	146,000
I. Electric Plant Maintenance:	136,050	155,200
<b>TOTAL Maintenance</b>	<b>1,104,925</b>	<b>979,100</b>
<b>TOTAL Maintenance &amp; Improvements</b>	<b>4,399,900</b>	<b>3,457,175</b>

It was moved by Mr. Lund, seconded by Ms. Schmidt, and carried that the secretary be authorized to release the sum of \$1,625,000 from the building fund for direct application to structure and facility work (Aye-5; Nay-0).

There being no further business before the committee, the meeting was adjourned.

#### LIFE MEMBER ADVISORY COMMITTEE MEETING

St. Paul Radisson Hotel, Senate Room  
Sunday, January 15, 1995 - 12:15 p.m.

Members present: Eileen Roehlke, chair; Gale Frost; Bill Korff; Dick Reinhardt; Harveydale Maruska; Marshall Jacobson, ex officio; Mary Goiffon, ex officio. Also present: Leonard Harkness; Ken Austin.

A brief review of Hall of Fame criteria was presented. Committee decided to revisit the subject in August.

A review of maintenance and improvement projects proposed for 1995 was presented for the information of members. It was the recommendation of the committee that efforts continue toward ventilating the food building.

Plans for Grandstand talent were presented to the committee, followed by a brief discussion.

A suggestion was made that floor votes be eliminated in lieu of certification from the district caucus.

There being no further business before the committee, the meeting was adjourned.

#### MEETING OF THE GOVERNING BOARD MINNESOTA STATE AGRICULTURAL SOCIETY

St. Paul Radisson Hotel  
Sunday, January 15, 1995 - 1:30 p.m.

Members present: Howard Morris, president; Bert Lund, vice president; Rich Keenan, vice president; Martin Annexstad; Bob Lake; Vern Prokosch; Howard Recknor; Clarice Schmidt; Don Simons; Lyle Steltz; Mike Heffron, secretary.

Also present: Jim Sinclair; Karen Leach; Jerry Hammer; Steve Pooch; Ken Wenzel; Marshall Jacobson; Rochelle Rustad; Mary Goiffon; Joe Fischler; Julie Scott; Mary Pittelko.

Oaths of office were administered to the newly elected officers and board members.

It was moved by Mr. Keenan, seconded by Mr. Lund and carried that Mike Heffron be reappointed secretary of the society for a period of one year with his annual salary fixed at \$94,536. In addition thereto, it was specified that Mr. Heffron's working title be that of executive vice president and that he be required to live on the State Fairgrounds for the convenience and to the benefit of the society with gratis rent, utilities and telephone (Aye-9; Nay-0). Oath of office administered to Mr. Heffron.



Minutes of the November 9 board and sales committee meetings, previously mailed to the members, were approved on a motion by Mr. Lund, seconded by Mr. Keenan and carried (Aye-9; Nay-0).

Society minutes in vacation, covering the period November 9, 1994 through January 15, 1995, and the administrative action noted therein, were approved on a motion by Mr. Prokosch, seconded by Mr. Annexstad and carried (Aye-9; Nay-0).

Secretary presented the financial statement of December 31, 1994, as follows:

#### GENERAL FUND ACTIVITY:

Cash Balance-Nov. 30, 1994			\$ (78,399)
Add: Dec. Cash Deposits	\$ 976,268		
Less: Payroll Ending Dec. 14	(94,653)		
Payroll Ending Dec. 28	(76,746)		
Dec. Cash Disbursements	(620,884)		183,985
Cash Balance-Dec. 31, 1994			\$ 105,586

#### MARKETABLE SECURITIES ACTIVITY:

Balance-Nov. 30, 1994			\$ 932,638
Add: Interest Earned	\$ 5,036		
Less: Service Charges	(245)		
Securities Cashed	(825,000)		(820,209)
Balance-Dec. 31, 1994			\$ 112,429

#### BUILDING FUND ACTIVITY:

Balance-Nov. 30, 1994			\$ 1,952,864
Add: Interest Earned	\$ 8,249		
Less: Service Charges	(402)		7,847
Balance-Dec. 31, 1994			\$ 1,960,711

#### CASH BALANCES FOR MONTH ENDING DECEMBER 31:

	1993	1994
General Fund	\$ 2,969	\$ 105,586
Petty Cash	2,500	2,500
Marketable Securities	1,356,574	112,429
Building Fund	1,450,353	1,952,864
Total Cash Balances	\$ 2,812,396	\$ 2,173,379

Upon a motion by Mr. Prokosch, seconded by Ms. Schmidt and carried, the financial statement was approved as presented (Aye-9; Nay-0).

A resume of financial information, covering 1980 through 1994 was circulated:

#### MINNESOTA STATE FAIR FINANCIAL RESUME

Year	Operating Revenue	Retained Expense	Gain (Loss)	Earnings	Debt
1980	6,044,000	6,051,000	(8,000)	392,000	281,000
1981	6,201,000	6,111,000	90,000	682,000	261,000
1982	6,677,000	6,475,000	202,000	991,000	261,000
1983	6,969,000	6,959,000	10,000	933,000	1,218,000
1984	7,841,000	7,469,000	372,000	1,227,000	1,163,842
1985	8,088,000	7,443,000	645,000	1,747,000	1,179,000
1986	8,977,000	8,336,000	641,000	1,869,000	1,125,000
1987	9,320,000	9,026,000	294,000	1,602,000	1,016,000
1988	10,222,000	9,759,000	463,000	1,602,000	974,000
1989	11,171,000	10,267,000	904,000	1,307,000	881,000
1990	11,159,000	10,835,000	324,000	1,051,000	748,000
1991	12,827,000	11,754,000	1,073,000	2,112,000	1,770,000
1992	12,295,000	12,216,000	79,000	2,130,000	1,545,000
1993	14,265,000	12,931,000	1,334,000	3,056,000	1,328,000
1994	14,433,000	13,942,000	491,000	2,310,000	1,715,000

Year	New Plant Investment	Plant Maintenance	Prize Money Paid Out	Sales Tax To Building Fund*
1980	747,000	351,000	391,000	150,000
1981	241,000	312,000	396,000	191,000
1982	275,000	416,000	361,000	215,000
1983	1,493,000	447,000	397,000	263,000
1984	530,000	436,000	317,000	300,000
1985	663,000	476,000	379,000	298,000
1986	1,017,000	563,000	400,000	319,000
1987	1,024,000	637,000	429,000	356,000
1988	1,062,000	634,000	438,000	379,000
1989	1,804,000	757,000	463,000	353,000*
1990	1,222,000	837,000	443,000	375,000*
1991	1,857,000	931,000	426,000	445,000*
1992	966,000	1,063,000	440,000	415,000*
1993	1,045,000	1,144,000	459,000	500,000*
1994	2,546,000	869,000	512,000	495,000*

It was moved by Mr. Simons, seconded by Mr. Steltz and carried that the North Star Bank of Roseville be designated as depository for the society's general fund, premium fund, regular payroll fund and fair-period payroll fund accounts (Aye-9; Nay-0).

It was moved by Mr. Steltz, seconded by Mr. Recknor and carried that the following signatures be authorized for society accounts (Aye-9; Nay-0):

1. **General Fund**—Marshall Jacobson, Karen Leach, Kenneth Wenzel or Michael Heffron (any combination of two signatures). "Jacobson/Heffron" signature plate authorized for general fund.

2. **Regular and fair-period payroll**—Michael Heffron, Kenneth Wenzel or Mary Goiffon (one signature). "Heffron" signature plate authorized for payroll fund.

3. **Premium**—Michael Heffron, Kenneth Wenzel or Mary Goiffon (one signature). "Heffron" signature plate authorized for premium fund.

4. **Security transfer resolution**—Michael Heffron or Marshall Jacobson.

Note: When signature plates are used, signatures must be applied by a person in the finance division not involved in check preparation.

Upon a motion by Mr. Lund, seconded by Ms. Schmidt and carried, the following standing committee assign-

ments were made for 1995 (Aye-9; Nay-0):

**FINANCE COMMITTEE**—Lund, chair; Annexstad; Keenan; Simons; Schmidt; Steltz; Morris, ex officio; Heffron, ex officio; Leach, ex officio; Sinclair, ex officio; Jacobson, ex officio.

**GOVERNMENTAL AFFAIRS COMMITTEE**—Prokosch chair; Annexstad; Keenan; Simons; Recknor; Steltz; Morris, ex officio; Heffron, ex officio; Leach, ex officio; Pooch, ex officio; Wenzel, ex officio.

**LIFE MEMBER ADVISORY COMMITTEE**—Roehlke, chair; Lilliquist, vice chair; Muckle; Keskinen; Johnston; Maruska; Carnes; Franke; Ojakangas; Korff; Frost; Reinhardt; Hagen; Morris, ex officio; Heffron, ex officio; Sinclair, ex officio; Goiffon, ex officio; Jacobson, ex officio.

**OPERATIONS COMMITTEE**—Keenan, chair; Lund; Annexstad; Simons; Recknor; Lake; Morris, ex officio; Heffron, ex officio; Leach, ex officio; Hammer, ex officio; Wenzel, ex officio.

**PLANNING COMMITTEE**—Annexstad, chair; Lund; Prokosch, Keenan; Simons; Schmidt; Morris, ex officio; Heffron, ex officio; Pooch, ex officio; Wenzel, ex officio; Jacobson, ex officio.

**PUBLIC AFFAIRS COMMITTEE**—Recknor, chair; Annexstad; Prokosch; Schmidt; Steltz; Lake; Morris, ex officio; Heffron, ex officio; Pooch, ex officio; Hammer, ex officio; Goiffon, ex officio.

**RULES AND PREMIUM LIST COMMITTEE**—Schmidt, chair; Lund; Annexstad; Prokosch; Recknor; Lake; Morris, ex officio; Heffron, ex officio; Pooch, ex officio; Sinclair, ex officio; Goiffon, ex officio.

**SALES COMMITTEE**—Simons, chair; Lund; Annexstad; Prokosch; Keenan; Recknor; Schmidt; Steltz; Lake; Morris, ex officio; Heffron, ex officio; Sinclair, ex officio; Wenzel, ex officio; Jacobson, ex officio.

It was moved by Mr. Recknor, seconded by Mr. Steltz and carried that the following be appointed department coordinators and superintendents for 1995 (Aye-9; Nay-0):

**ADMINISTRATION DIVISION** (Recknor)—Mary Goiffon (director)  
**Staff Services** - Cheryl Huber (supervisor)  
**Guest Services** - Julie Scott (supervisor)  
**Receptionist** - Betty Schadeck  
**Senior Citizens Department** (Steltz) - Marge Krueger  
**Employment Services** - Joan Casey (supervisor)

**COMPETITION DIVISION** (Schmidt)—Steve Pooch (director)  
 Assistant - Valori Trantarella  
**Bee Culture Department** (Steltz) - Winnie Johnson  
**Beef Cattle Department** (Lake) - Chuck Schwartau  
**Christmas Trees Department** (Steltz) - Greg Ustruck  
**Creative Activities Department** (Simons) - Evelyn Hagen  
**Dairy Cattle Department** (Lake) - Jim Linn  
**Dairy Products Department** (Steltz) - Cliff Markuson  
**Education Department** (Annexstad) - Jim Brown  
**Farm Crops Department** (Steltz) - Duane Smith  
**Fine Arts Department** (Lund) - Brad Nuorala  
**Flowers Department** (Steltz) - Martha Carnes  
**4-H Department** (Lake) - Brad Rugg  
**Fruits Department** (Steltz) - Louis Quast  
**FFA Department** (Prokosch) - Paul Day  
**Goats Department** (Keenan) - Kevin LeVoor  
**Horse Department** (Schmidt) - Bob Peterson  
**Llama Department** (Simons) - Anne Heideman  
**Meats Department** (Recknor) - Ed Butler  
**Milking Parlor** (Lake) - Doris Mold  
**Poultry Department** (Annexstad) - Harold Thomforde  
**Sheep Department** (Simons) - Bill Schulke  
**Swine Department** (Keenan) - Jerry Hawton  
**Vegetables Department** (Steltz) - Curt Klint  
**Livestock Facilities** - Mark Goodrich (supervisor)  
 Assistant - Keith Burg  
 Assistant - Art Roy

**ENTERTAINMENT DIVISION** (Prokosch)—Karen Leach (director)  
**Free Entertainment** - Chris Monroe (supervisor)  
**Grandstand & Special Attractions** - Chris Tahti (supervisor)  
**Grandstand Production** - John Mons  
**Auto Racing** - Neil Larson

**FINANCE DIVISION** (Lund)—Marshall Jacobson (director)  
**Purchasing & Gift Shop Group** - Mary Pittelko (coordinator)  
 Assistant - George Klingenberg  
 Assistant - Barbara McGinnis  
**Box Office** - Shelly Kinnunen (supervisor)  
 Assistant - Gail Anderson  
**Payroll & Payables** - Jean Holzemer  
**Receipts Management** - Susan Lynskey (supervisor)  
**Ticket Audit Department** (Lund) - Dick Reinhardt

**MARKETING** (Recknor)—Jerry Hammer (director)  
**Media & Public Relations** - Sue Ritt (supervisor)  
**Marketing Support** - Ken Giannini (supervisor)  
**Sponsor Events** - Tracy Schlumberger  
**Heritage Exhibits** (Schmidt) - Gale Frost

**OPERATIONS DIVISION** (Keenan)—Ken Wenzel (director)  
**Contract Management** - Bob Armstrong (deputy director)  
**Construction** - Joe Fischler (deputy director)  
**Off-Season Events Group** - Mark Birk (coordinator)  
**Facilities Group** - Dave Juettner (coordinator)  
**Greenhouse** - Rick Wimmer (supervisor)  
**Plant Services** - Brian Hudalla (supervisor)  
**Projects** - Myron Clasemann (supervisor)  
**Shop Maintenance** - Jim Andert (supervisor)  
**Special Services Group**  
**Admissions Department** (Lund) - Lyle Anderson  
**Forage Department** (Steltz) - Andrew Novicki  
**Park & Ride Department** (Lake) - Dan Elmer  
**Parking Department** (Recknor) - Ron Vannelli  
**Public Safety Department** (Prokosch) - Art Blakey



**Sanitation Department (Annexstad) - Scot Ribar****SALES DIVISION (Simons)**—Jim Sinclair (director)**Commercial Space** - Rochelle Rustad (supervisor)

Assistant - Tricia Brier

Assistant - Pam Johnson

Midway Ticket Takers - Marty Rossini

**OPERATIONS COMMITTEE MEETING**

Members present: Keenan, chair; Lund; Annexstad; Simons; Recknor; Lake; Morris, ex officio; Heffron, ex officio; Leach, ex officio; Wenzel, ex officio; Hammer, ex officio.

It was moved by Mr. Simons, seconded by Mr. Lund and carried that the following outside gate "all pay policy" be reaffirmed and extended through 1995: "Entry into the Minnesota State Fair shall be solely contingent upon the presentation and surrender of a valid ticket of admission." (Aye-5; Nay-0).

It was moved by Mr. Lund, seconded by Mr. Annexstad and carried to approve the following outside gate fee schedule for 1995: child admission (5 through 12)—\$4; adult admission (13 through 64)—\$5; senior admission (65 and over)—\$4; kids and senior day promotions—\$1; family day promotion (adults and seniors—\$3, kids—\$1); adult, child or senior advance sale—\$3; campgrounds—\$13 (Aye-9; Nay-0).

Upon a motion by Mr. Lund, seconded by Mr. Simons and carried, secretary was authorized to implement a flexible Grandstand and Coliseum pricing schedule and seating configuration based on the cost of each show (Aye-5; Nay-0).

Committee meeting adjourned.

**PUBLIC AFFAIRS COMMITTEE MEETING**

Members present: Recknor, chair; Prokosch; Schmidt; Annexstad; Steltz; Lake; Morris, ex officio; Heffron, ex officio; Pooch, ex officio; Hammer, ex officio; Goiffon, ex officio.

Proposed marketing and advertising budgets for 1995 were introduced by Mr. Recknor:

**MARKETING**

	'94 Budget	'94 Actual	'95 Proposed
A. Payroll	149,000	154,871	178,000
B. Printing	104,000	110,753	117,000
C. Photography	11,000	8,609	11,000
D. Editors-Mayors Picnic	9,500	7,373	8,500
E. Office Supplies & Rentals	3,500	2,984	3,500
F. Awards	2,500	2,727	2,500
G. MNA Clipping Fees	2,000	1,992	2,000
H. Survey	6,500	6,500	5,000
I. Buttons	3,500	3,328	3,500
J. Vehicle Rental	1,500	1,510	1,500
K. Brochure Distribution	4,000	1,031	1,500
L. Special Contests	3,000	1,126	3,000
M. Blue Ribbon Grill Tent & Furniture	1,000	701	1,000
N. Sundries	9,000	9,956	9,000
O. Special Exhibits	15,000	13,780	15,000
P. Promotional Tickets	20,000	38,154	20,000
Q. Midway Promotion Transfers	10,000	38,779	30,000
R. Holiday Commission		<u>11,084</u>	<u>13,000</u>
	355,000	415,258	425,000

**ADVERTISING**

I. Agency: Media -			
Print	175,000		
Radio	125,000		
Television	110,000		
Outdoor	30,000		
Transit (bus sides)	20,000		
	460,000		
Production -			
Print	37,000		
Radio	10,000		
Television	38,000		
Outdoor	5,000		
Transit	11,000		
Misc. projects	13,000		
	114,000		
		574,000	
II. County Fairs Promotion		12,000	
III. Institutional Grandstand Ads		5,500	
IV. Miscellaneous Special Publications		7,000	
V. Telephone Directories		1,500	
		\$600,000	

Following discussion, advertising expenditures of \$600,000 and marketing expenditures of \$425,000 were approved for 1995 on a motion by Ms. Schmidt, seconded by Mr. Annexstad and carried (Aye-5; Nay-0).

Committee meeting adjourned.

**RULES & PREMIUM LIST COMMITTEE MEETING**

Members present: Schmidt, chair; Prokosch; Lund; Annexstad; Lake; Recknor; Morris, ex officio; Heffron, ex officio; Sinclair, ex officio; Pooch, ex officio; Goiffon, ex officio.

Upon a motion by Mr. Lund, seconded by Mr. Steltz and carried, authority was granted to the competition director, in coordination with department superintendents, to make adjustments in rules, release dates or premium allocation for respective departments in accordance with guidelines established by the society's 1995 budget (Aye-5; Nay-0).

Committee meeting adjourned.

**FINANCE COMMITTEE MEETING**

Members present: Lund, chair; Annexstad; Keenan; Simons; Steltz; Schmidt; Morris, ex officio; Heffron, ex officio; Leach, ex officio; Sinclair, ex officio; Jacobson, ex officio.

Secretary presented proposed operating, maintenance and improvement budgets for 1995, stating that the maintenance and improvement figures on the expense side of the general budget had been approved by the planning committee on January 14, 1995.

After review and discussion, it was moved by Mr. Keenan, seconded by Mr. Simons and carried that the 1995

operating, maintenance and improvement budgets be approved as presented (Aye-5; Nay-0):

**MINNESOTA STATE FAIR BUDGET SUMMARY****INCOME**

	1994 Budget	1994 Actual	1995 Budget
TICKET & COUPON SALES:			
CARNIVAL			4,100,000
COLISEUM	110,000	167,092	125,000
GRANDSTAND	1,600,000	1,814,340	1,750,000
OUTSIDE GATE	5,850,000	5,907,110	5,875,000
PARKING	450,000	453,746	425,000
TRAM	40,000	27,978	30,000
	8,050,000	8,370,266	12,305,000
ACTIVITIES:			
BOX OFFICE	140,000	145,014	190,000
CAMPGROUNDS	70,000	76,121	70,000
CARNIVAL	900,000	866,587	250,000
COMPETITION	112,000	127,293	125,000
ENTERTAINMENT	12,000	16,405	50,000
FORAGE	13,000	13,659	13,000
4H AUCTION			50,000
GIFT SHOP	100,000	111,475	100,000
PUBLIC SAFETY	12,000	22,399	15,000
SALES	2,675,000	2,879,655	2,750,000
	4,034,000	4,258,608	3,613,000
OTHER:			
INTEREST	80,000	110,564	80,000
MISCELLANEOUS	69,000	91,554	70,000
NON-FAIR EVENTS	1,100,000	1,163,148	1,150,000
SALE OF BULK MILK	13,000	13,420	13,000
SALE OF MARKET ANIMALS	60,000	76,887	75,000
SPONSORSHIP & GRANTS	125,000	225,771	175,000
TELEPHONE	95,000	122,385	115,000
	1,542,000	1,803,729	1,678,000
TOTAL INCOME	13,626,000	14,432,603	17,596,000

**EXPENSE**

	1994 Budget	1994 Actual	1995 Budget
ADMINISTRATIVE:			
ANNUAL MEETING	8,500	6,987	8,000
BAD DEBT	1,000	488	1,000
BOARD HONORARIUM	10,400	10,400	10,400
COMPUTER	30,000	29,379	35,000
DUES & SUBSCRIPTIONS	14,000	13,088	14,000
EMPLOYMENT SERVICES			65,000
INSURANCE	100,000	98,215	150,000
LEGAL SERVICES	20,000	28,371	25,000
LEGISLATIVE AUDIT	30,000	31,565	34,000
MAILING SERVICE	17,000	16,939	18,000
MEDICAL INSURANCE	150,000	179,335	185,000
PAID LEAVE	260,000	171,348	175,000
PLANNING	20,000	109	1,000
POSTAGE	150,000	129,508	150,000
PRINTING & SUPPLIES	75,000	83,239	80,000
RECORDS & ARCHIVES	3,000	629	1,000
RETIREMENT FUND	80,000	79,059	80,000
SALARIES	250,000	260,087	275,000
SOCIAL SECURITY	275,000	269,682	275,000
STAFF SERVICES	15,000	5,667	38,000
TELEPHONE	70,000	81,178	75,000
TRAVEL EXPENSE	60,000	43,012	50,000
UNEMPLOYMENT COMPENSATION	7,000	10,613	10,000
WORKERS COMPENSATION	75,000	66,258	70,000
	1,720,900	1,615,156	1,825,400
ACTIVITIES & SUPPORT:			
ADMISSIONS	125,000	130,452	135,000
ADVERTISING	570,000	590,050	600,000
BEE CULTURE	7,000	7,010	7,500
BOX OFFICE	180,000	190,248	190,000
CAMPGROUNDS	30,000	22,944	25,000
CARNIVAL	21,500	25,103	2,900,000
CATTLE	52,000	46,854	50,000
CHRISTMAS TREE	3,500	3,334	3,600
COMPETITION	130,000	137,137	135,000
CREATIVE ACTIVITIES	46,000	45,008	48,000
DAIRY PRODUCTS	1,750	1,705	1,750
EDUCATION	22,000	20,615	22,000
FARM CROPS	11,000	10,487	11,500
FINANCE	190,000	173,773	180,000
FINE ARTS	25,000	23,297	25,000
FLOWER & AG SHOWS	32,000	31,750	33,000
FLOWERS	7,000	6,553	7,000
FORAGE	13,000	9,719	13,000
4-H CLUB	140,000	147,209	145,000
FREE ENTERTAINMENT	705,000	684,787	765,000
FRUIT	7,000	6,833	7,500
FFA	36,000	36,510	38,000
GATE TICKETS	120,000	127,944	125,000
GIFT SHOP	75,000	93,093	90,000
GOAT	4,500	4,358	4,700
GRANDSTAND - CONCERTS	1,470,000	1,837,526	1,600,000

GRANDSTAND - RACE	130,000	137,166	150,000
GUEST SERVICES	188,000	179,087	130,000
HERITAGE EXHIBITS	14,000	13,733	15,000
HORSE & RODEO	210,000	247,816	210,000
LLAMA	3,000	2,207	3,000
MARKETING	355,000	415,259	425,000
MEATS	5,000	4,368	5,000
PARK & RIDE	260,000	260,738	260,000
PARKING	120,000	132,760	135,000
POULTRY	12,000	10,432	11,000
PUBLIC SAFETY	320,000	343,767	355,000
SALES	458,000	461,839	588,000
SANITATION	570,000	568,978	580,000
SENIOR CITIZEN	32,000	31,255	38,000
SHEEP	8,000	7,182	8,000
SWINE	11,000	9,400	11,000
TICKET AUDIT	5,300	4,957	5,300
TRAMS	40,000	36,425	37,000
VEGETABLE	5,500	4,970	5,500
	6,771,050	7,286,638	10,134,350
PREMIUMS:			
BEE CULTURE	3,000	2,623	3,000
CATTLE	95,000	85,627	92,000
CHRISTMAS TREE	1,800	1,745	1,800
CREATIVE ACTIVITIES	10,000	10,475	11,000
DAIRY PRODUCTS	650	745	750
EDUCATION	11,000	10,093	11,000
FARM CROPS	14,000	14,200	15,000
FINE ARTS	8,000	8,000	8,000
FLOWERS	2,500	2,443	2,500
4-H AUCTION			50,000
4-H CLUB	63,000	61,341	63,000
FRUIT	2,000	1,446	2,000
FFA	43,000	42,859	45,000
GOAT	8,000	8,221	8,500
HORSE	80,000	84,070	85,000
LLAMA	3,500	3,375	3,500
POULTRY	11,000	10,242	11,000
RURAL YOUTH SCHOLARSHIPS		20,000	20,000
SALE OF BULK MILK	13,000	12,997	13,000
SALE OF MARKET ANIMALS	60,000	76,957	75,000
SHEEP	24,000	21,112	24,000
SWINE	22,000	21,147	23,000
TALENT CONTEST	9,400	9,100	9,400
VEGETABLES	3,000	3,145	4,000
	487,850	511,963	581,450
OTHER:			
INSTITUTIONAL TICKETS	60,000	77,127	75,000
INTEREST	110,000	82,004	140,000
MISCELLANEOUS	50,000	26,049	25,000
NON-FAIR EVENTS	605,000	556,812	600,000
VETERINARIAN SERVICE	35,000	33,440	35,000
	860,000	775,432	875,000
PLANT OPERATIONS:			
ARCHITECTURAL & ENGINEERING	50,000	81,128	50,000
BUILDING INSPECTIONS	30,000	11,227	10,000
FIRE & POLICE SERVICE	115,000	122,580	115,000
FUEL OIL GASOLINE	30,000	36,079	35,000
GREENHOUSE	105,000	103,581	105,000
PROPERTY TAX	10,000	5,931	7,500
SALARIES & CONTRACT LABOR	430,000	452,339	450,000
SET-UP & TAKEDOWN	550,000	672,555	650,000
SIGNS	20,000	15,689	20,000
SUPPLIES	40,000	54,192	50,000
UTILITIES	155,000	159,790	160,000
WATCHMEN	70,000	70,276	73,000
WATER & SEWER	135,000	129,869	135,000
	1,740,000	1,915,236	1,860,500
EXPENSE BEFORE			
MAINTENANCE & DEPRECIATION	11,579,800	12,104,425	15,276,700
NET INCOME BEFORE			
MAINTENANCE & DEPRECIATION	2,046,200	2,328,178	2,319,300
PLANT MAINTENANCE:			
ELECTRIC SYSTEM	95,000	102,818	140,000
FENCE & FIXTURES	37,000	34,463	50,000
GAS SYSTEM	1,000	365	1,000
GRADING SOD TREES	28,000	20,307	40,000
PERSONAL PROPERTY	175,000	147,504	175,000
SEWER SYSTEM	12,000	9,144	10,000
STREETS & SIDEWALKS	54,000	57,438	145,000
STRUCTURES	380,000	326,986	375,000
VEHICLES	137,000	140,641	170,000
WATER SYSTEM	23,000	28,967	20,000
	942,000	868,633	1,126,000
DEPRECIATION:			
ELECTRIC PLANT	70,000	67,197	70,000
FENCE & FIXTURES	18,000	19,427	20,000
GAS SYSTEM	1,000	764	1,000
LAND IMPROVEMENTS	40,000	7,851	50,000
PERSONAL PROPERTY	130,000	156,081	130,000
SEWER SYSTEM	8,000	9,026	9,000

STREETS & SIDEWALKS	25,000	26,450	25,000
STRUCTURES	600,000	670,120	670,000
WATER SYSTEM	12,000	11,946	12,000
	904,000	968,862	987,000
TOTAL EXPENSE	13,425,800	13,941,920	17,389,700
NET INCOME (LOSS)	200,200	490,683	206,300
CASH-BEGINNING OF YEAR	3,536,357	3,536,357	3,350,719
ADD: NET INCOME	200,200	490,683	206,300
WORKING CAPITAL CHANGE		486,787	
DEPRECIATION	904,000	968,863	987,000
BORROWED FUNDS	1,500,000	600,000	1,100,000
CASH AVAILABLE	6,140,557	6,082,690	5,644,019
DEDUCT: CAPITAL EXPENDITURES			
ELECTRIC PLANT	105,000	109,572	160,000
FENCE & FIXTURES	49,000	20,308	105,000
GAS SYSTEM	1,000		1,000
LANDSCAPING	1,133,000	439,634	915,000
PERSONAL PROPERTY	136,000	112,457	290,000
SEWER SYSTEM	9,000	4,603	360,000
STREETS & SIDEWALKS	40,000	42,940	25,000
STRUCTURES	2,100,000	1,786,983	1,450,000
WATER SYSTEM	3,000	2,809	1,000
	3,576,000	2,519,306	3,307,000
CHANGES: DEBT STRUCTURE			
EQUIPMENT LEASES	(14,000)	3,752	(16,000)
BANK NOTES-NORTH STAR BANK:	(287,000)		(350,000)
LAND		(89,378)	
VISITOR CENTER		(37,942)	
TELEPHONE CABLING		(73,000)	
COMMONWEALTH PARK			
PROGRESS CENTER		(15,615)	
	(301,000)	(212,665)	(366,000)
CASH-END OF YEAR	2,263,557	3,350,719	1,971,019
BUILDING FUND BALANCE	1,500,000	1,946,877	1,000,000
CASH AVAILABLE-OPERATIONS	763,557	1,403,842	971,019
CASH-END OF YEAR	2,263,557	3,350,719	1,971,019

It was moved by Mr. Annexstad, seconded by Mr. Simons and carried that the secretary be authorized to release and transfer the sum of \$1,625,000 from the building fund for direct application to structure improvement projects (Aye-5; Nay-0).

Committee meeting adjourned.

Meeting of the full board was reconvened by President Morris.

Reports offered and action taken by the sales, planning, operations, public affairs, rules and premium list and finance committees were accepted and approved upon a motion by Mr. Simons, seconded by Mr. Steltz and carried (Aye-9; Nay-0).

Secretary submitted a staff salary range schedule as follows:

OPERATING CLASSIFICATION	\$300 - \$669
Box Office Assistant	
Competition Assistant	
Facilities Assistant	
Greenhouse Assistant	
Guest Services Receptionist	
Livestock Facilities Assistant	
Payroll & Payables Assistant	
Plant Security Assistant	
Plant Services Assistant	
Projects Assistant	
Purchasing Assistant	
Sales Assistant	
Shop Maintenance Assistant	
Sponsor Events Assistant	
INTERMEDIATE & PROFESSIONAL CLASSIFICATION	\$400 - \$776
Supervisor - Box Office	
Supervisor - Commercial Space	
Supervisor - Employment Services	
Supervisor - Free Entertainment	
Supervisor - Grandstand & Special Attractions	
Supervisor - Greenhouse	
Supervisor - Guest Services	
Supervisor - Livestock Facilities	
Supervisor - Marketing Support	
Supervisor - Media & Public Relations	
Supervisor - Plant Services	
Supervisor - Projects	
Supervisor - Receipts Management	
Supervisor - Shop Maintenance	
Supervisor - Staff Services	
MIDDLE MANAGEMENT CLASSIFICATION	\$600 - \$1,145
* Coordinator - Facilities	
* Coordinator - Off-Season Events	
* Coordinator - Purchasing & Gift Shop	



## EXECUTIVE CLASSIFICATION

\$750 - \$1,624

- \* Deputy Director - Operations (Construction)
- \* Deputy Director - Operations (Contract Management)
- \* Director - Administration
- \* Director - Competition
- \* Director - Entertainment
- \* Director - Finance
- \* Director - Marketing
- \* Director - Operations
- \* Director - Sales

\* Exempt from overtime

After discussion, it was moved by Mr. Prokosch, seconded by Mr. Recknor and carried to approve the proposed schedule and authorize secretary to make staff salary adjustments within the range provided (Aye-9; Nay-0).

The following employee bulletin changes were approved on a motion by Mr. Keenan, seconded by Ms. Schmidt and carried (Aye-9; Nay-0):

Bulletin #2 which covers holiday, leave and severance regulations—change Christmas Eve holiday to Labor Day holiday (allowed on the Monday following Labor Day); adjust vacation leave conversion ratio to one hour vacation converts to one hour deferred compensation to a limit of 80 hours; employee allowed to retain jury duty fees, no expense reimbursement provided by the fair.

Secretary reported that he and Mr. Hammer made a presentation to the board of directors of Our Fair Carousel, Inc. on January 12, which presentation included a formal invitation to return the carousel to the State Fairgrounds and a recitation of the general terms proposed by the society board on 11-9-94. No action required.

The following resolution was offered by Mr. Annexstad, seconded by Mr. Keenan and carried (Aye-9; Nay-0): "It is hereby specified that society employees Joe Fischler and Rick Wimmer be required to live on the State Fairgrounds for the convenience and to the benefit of the society with gratis rent, utilities and telephone." This resolution will be effective until January, 1996, and at the time, will be subject to reconsideration.

Ms. Leach reviewed the status of contract negotiations with acts and attractions for the Grandstand in 1995. No action required.

Proposed one-year contract renewals, covering the services of MTS Northwest Sound; Toltz, King, Duvall, Anderson (architects and engineers); McQuillan (plumbing); Kehne (electric); S & P Construction (carpentry); and Triemert (painting) were approved upon a motion by Mr. Prokosch, seconded by Mr. Simons and carried (Aye-9; Nay-0).

A report of the life member advisory committee, which met earlier in the day, was received on a motion by Mr. Lund, seconded by Mr. Recknor and carried (Aye-9; Nay-0).

It was moved by Mr. Keenan, seconded by Mr. Annexstad and carried that the Radisson St. Paul Hotel be confirmed as site for the 1996 annual meeting on January 12-14 and that a contract covering said confirmation be approved (Aye-9; Nay-0). It was further moved by Mr. Annexstad, seconded by Mr. Simons and carried that secretary be authorized, in collaboration with the County Fair Federation and Midwest Showmen's Association, to solicit for and negotiate a site agreement for 1997-98-99 (Aye-9; Nay-0).

Next meeting of the board was set for Thursday, June 8 at 10:00 a.m.

Meeting adjourned on a motion by Ms. Schmidt, seconded by Mr. Steltz and carried (Aye-9; Nay-0).

## MINUTES IN VACATION

## January

10 - The executive committee approved the December 31, 1994 cash transaction summary as follows:

## GENERAL FUND ACTIVITY:

Cash Balance-Nov. 30, 1994		\$	(78,399)
Add: Dec. Cash Deposits	\$	976,268	
Less: Payroll Ending Dec. 14		(94,653)	
Payroll Ending Dec. 28		(76,746)	
Dec. Cash Disbursements		(620,884)	183,985
Cash Balance-Dec. 31, 1994			\$ 105,586

## MARKETABLE SECURITIES ACTIVITY:

Balance-Nov. 30, 1994		\$	932,638
Add: Interest Earned	\$	5,036	
Less: Service Charges		(245)	
Securities Cashed		(825,000)	(820,209)
Balance-Dec. 31, 1994			\$ 112,429

## BUILDING FUND ACTIVITY:

Balance-Nov. 30, 1994		\$	1,952,864
Add: Interest Earned	\$	8,249	
Less: Service Charges		(402)	7,847
Balance-Dec. 31, 1994			\$ 1,960,711

## CASH BALANCES FOR MONTH ENDING DECEMBER 31:

	1993	1994
General Fund	\$ 2,969	\$ 105,586
Petty Cash	2,500	2,500
Marketable Securities	1,356,574	112,429
Building Fund	1,450,353	1,960,711
Total Cash Balances	\$ 2,812,396	\$ 2,181,226

13 - Sinclair met with Joe James and Joe Behrem, Waterloo Tent and Tarp, to discuss Mighty Midway and Kidway concession canvas colors. Rustad and Sinclair represented the fair in a conciliation court action brought by former exhibitor, Drinking Water Systems.

13-15 - Elections were conducted and year-end reports submitted to society delegates assembled at the St. Paul Radisson Hotel. This annual meeting, held in conjunction with meetings of the Minnesota Federation of County Fairs and Midwest Showmen's Association, was attended by delegates and participants from throughout the state.

15 - Heffron spoke at the Midwest Showmen's annual banquet.

17 - Heffron spoke to the North Suburban Golden Kiwanis in Roseville.

19 - Sinclair met with Dave Carlson and Tim Fristrom of the Minnesota Propane Gas Association to discuss their exhibit at the 1995 fair.

24 - Goiffon and Heffron met with Tom Overton, David Phillips and Carl Conney from the Attorney General's office to discuss real estate matters. Tahti, Schlumpberger, Giannini and Hammer met with members of the 19th Amendment Committee to discuss presentation of Women's Suffrage Day at the fair.

26 - Jacobson and Heffron attended an audit exit conference with staff of the Legislative Auditor's office.

27 - Hammer addressed a meeting of the Minnesota Pollution Control Agency's Waste Education Coalition.

30 - A convention review meeting was attended by Janice Albrecht, Andy Rozeboom and John Paulman (Minnesota Federation of County Fairs), Ron Hamm (Midwest Showmen's Association) and staffers Goiffon, Huber, Wenzel and Heffron.

31 - Casey and Scott attended an ADA seminar sponsored by the Department of Economic Security.

## February

1 - Giannini and Hammer met with Happenings representatives regarding a '95 coupon book.

2 - Tahti and Hammer met with representatives of Vee Corporation to discuss space shuttle exhibit.

7 - Heffron and Sinclair met with Erin Carlin, Minnesota Department of Natural Resources to discuss an agreement to formalize the DNR's relationship with the fair.

8-12 - Sinclair visited the Florida State Fair, Tampa, IISF Trade Show, Gibsonton, attended NICA and O.A.B.A. meetings while there, and met with several attraction operators to finalize midway presentation plans.

9 - Wenzel met with Mike Chandler of Sims Company regarding ushering services.

10 - Goiffon and Scott met with representatives of the Minnesota Board on Aging regarding judging procedures for the Outstanding Senior program. The executive committee approved the January 31, 1995 cash transaction summary as follows:

## GENERAL FUND ACTIVITY:

Cash Balance-Dec. 31, 1994		\$	105,586
Add: Jan. Cash Deposits	\$	706,898	
Less: Payroll Ending Jan. 11		(93,592)	
Payroll Ending Jan. 25		(89,534)	
Jan. Cash Disbursements		(623,124)	(99,352)
Cash Balance-Jan. 31, 1995			\$ 6,234

## MARKETABLE SECURITIES ACTIVITY:

Balance-Dec. 31, 1994		\$	112,429
Add: Interest Earned	\$	2,437	
Securities Purchased		1,625,000	
Less: Service Charges		(111)	
Securities Cashed		(644,500)	982,826
Balance-Jan. 31, 1995			\$ 1,095,255

## BUILDING FUND ACTIVITY:

Balance-Dec. 31, 1994		\$	1,960,711
Add: Interest Earned	\$	9,217	
Less: Service Charges		(416)	
Securities Cashed		(1,625,000)	(1,616,199)
Balance-Jan. 31, 1995			\$ 344,512

## CASH BALANCES FOR MONTH ENDING JANUARY 31:

	1994	1995
General Fund	\$ 45,272	\$ 6,234
Petty Cash	2,500	2,500
Marketable Securities	1,110,226	1,095,255
Building Fund	1,453,871	344,512
Total Cash Balances	\$ 2,611,689	\$ 1,448,501

12 - Stan Muckle, president of the society in 1968-1969 and a life member of the society, passed away in Owatonna.

13 - Pooch attended the Minnesota Purebred Dairy Cattle Association annual meeting in Faribault. Goiffon and Scott met with staff from the State Council on Disability. Wenzel met with members of AG Staff, BRW and Thomas Construction regarding tree sub-contracts for Carousel Park.

15 - Goiffon and Casey attended a diversity workshop sponsored by the Minneapolis Chamber of Commerce.

23 - Goiffon and Scott met with Nancy Emond to discuss details regarding Emond as a disability consultant.

27 - Giannini and Hammer met with representatives of Holiday Station Stores regarding advance sale tickets. Wenzel, Goiffon and Huber met with County Fair and Midwest Showmen to discuss annual meeting hotel proposals.

28 - Heffron met with Special Assistant Attorney General Sherry Enzler to discuss the MnDOT shop building on the Fairgrounds.

28-March 1 - Staff attended a financial planning seminar conducted by Sandvold & Associates.

## March

3 - Schlumpberger and Hammer met with Proex representatives regarding sand sculpture exhibit for '95.

6 - Heffron met with Kent Harbison to discuss legal matters.

10 - The executive committee approved the February 28, 1995 cash transaction summary as follows:

## GENERAL FUND ACTIVITY:

Cash Balance-Jan. 31, 1995		\$	6,234
Add: Feb. Cash Deposits	\$	440,399	
Less: Payroll Ending Feb. 08		(101,314)	
Payroll Ending Feb. 22		(83,994)	
Feb. Cash Disbursements		(226,807)	28,284
Cash Balance-Feb. 28, 1995			\$ 34,518

## MARKETABLE SECURITIES ACTIVITY:

Balance-Jan. 31, 1995		\$	1,095,255
Add: Interest Earned	\$	1,778	
Less: Service Charges		(79)	
Securities Cashed		(355,000)	(353,301)
Balance-Feb. 28, 1995			\$ 741,954

## BUILDING FUND ACTIVITY:

Balance-Jan. 31, 1995		\$	344,512
Add: Interest Earned	\$	7,133	
Less: Service Charges		(318)	6,815
Balance-Feb. 28, 1995			\$ 351,327





# **CASH BALANCES FOR MONTH ENDING FEBRUARY 28:**

	1994	1995
General Fund	\$ 39,278	\$ 35,518
Petty Cash	2,500	2,500
Marketable Securities	873,235	741,954
Building Fund	1,457,378	351,327
Total Cash Balances	\$ 2,372,391	\$ 1,131,299

10-12 - The annual Deer Classic Show was staged in the Coliseum.

13 - Hammer, Schlumberger and Sinclair met with Tim Browne, Browne & Browne Marketing, to discuss Purina sponsorship of the Pet Center. Goiffon and Scott met with Karl Dunivent of Knox Lumber Company and Mary Jo George of the MS Society to discuss Care Center plans for the 1995 fair.

14 - Heffron met with architect Dewey Thorbeck to discuss alternative Machinery Hill locations on which to place a special agricultural exhibit complex.

15 - Pooch attended and coordinated the Minnesota Livestock Breeders Association annual meeting in St. Paul.

15-17 - Staff members Juettner, Hudalla, Andert and Clasemann attended IAFE Maintenance Seminar in Springfield, MO.

16 - Wenzel met with Messrs. Strand and Bartz of the Minnesota State High School League, regarding holding the 1996 State Girls Hockey tournament in the Coliseum.

18 - Wenzel attended a convention planning session in St. Cloud sponsored by the Minnesota Federation of County Fairs.

18-19 - A weapon collectors show was held in the Coliseum.

20-22 - Heffron attended an IAFE long-range planning session at the Las Vegas Hilton Hotel.

24 - Rustad and Sinclair met with Ray Lancaster, Vista Mobility specialties, to plan wheelchair and stroller rental operations at the 1995 fair. Casey and Ritt attended the GMCVA Hospitality Job Fair.

24-28 - Heffron attended the annual meeting of the Midwest Fairs Association in Miami, Florida and while there visited the Dade County Youth Fair.

29 - Pooch and Assistant Horse superintendent Gordon Fickett met with representatives of Ames Construction to discuss their possible sponsorship of the '95 draft horse show.

30-1 - Rustad, along with board members Annexstad, Lake, Morris, Prokosch, Schmidt, Simons, Steltz and life member Roehlke attended the IAFE Zone 4 Spring Meeting in Minot, ND.

## **April**

1-2 - The Minnesota Ceramics Show was staged in the Coliseum.

3 - Hammer spoke to the North Suburban Kiwanis Club at a dinner meeting.

4 - Scott, Goiffon and Heffron met with Nancy Evelyn to discuss her acting as consultant on ADA-related matters. Pooch and Heffron participated in a meeting at the Earle Brown Center to continue discussing with staff of the University's School of Agriculture the development of a special agricultural exhibit for the fair.

5 - Hammer, Schlumberger and Sinclair met with local representatives of Anheuser Bush Brewing to consider the possibility of presenting a special traveling exhibit offered by Budweiser.

5-6 - Minnesota Pollution Control Agency used the South Como parking lot for the conduct of a vehicle exhaust emission study.

6 - Staff members Wenzel, Goiffon and Huber met with County Fair and Midwest Showmen on site selections for the annual meeting.

8-9 - The Gopher State Timing Association rod and custom car show was presented in the Coliseum.

11 - St. Paul Police conducted a K-9 dog training session on Machinery Hill. The executive committee approved the March 31, 1995 cash transaction summary as follows:

## **GENERAL FUND ACTIVITY:**

Cash Balance-Feb. 28, 1995		\$ 34,518
Add: Mar. Cash Deposits	\$ 685,180	
Less: Payroll Ending Mar. 8	(103,762)	
Payroll Ending Mar. 22	(91,558)	
Mar. Cash Disbursements	(511,560)	(21,700)

Cash Balance-Mar. 31, 1995 \$ 12,818

## **MARKETABLE SECURITIES ACTIVITY:**

Balance-Feb. 28, 1995		\$ 741,954
Add: Interest Earned	\$ 3,986	
Less: Service Charges	(169)	
Securities Cashed	(605,000)	(601,183)

Balance-Mar. 31, 1995 \$ 140,771

## **BUILDING FUND ACTIVITY:**

Balance-Feb. 28, 1995		\$ 351,327
Add: Interest Earned	\$ 1,588	
Less: Service Charges	(67)	1,521
Balance-Mar. 31, 1995		\$ 352,848

## **CASH BALANCES FOR MONTH ENDING MARCH 31:**

	1994	1995
General Fund	\$ 5,862	\$ 12,818
Petty Cash	2,500	500
Marketable Securities	490,471	140,771
Building Fund	1,460,650	352,848
Total Cash Balances	\$ 1,959,483	\$ 506,937

12 - Senior staff, along with Huber, met with Irene Fillmore and Shelly Satre of Falcon Travel Services to discuss travel arrangements under an agreement between the two organizations. Sonja Ramberg, wife of deceased life member Len Ramberg, passed away in Minneapolis. Sinclair met with Rocky Hoffstetter, Ziegler Power Systems, to formalize plans for Mighty Midway and Kidway electric generation and distribution equipment at the 1995 fair.

14-15 - An antique show and flea market was staged in Education, Annex, 4-H, Home Improvement, Progress Center, Campgrounds and Blocks 11 & 12.

18 - Minnesota Picture Corp held a filming session in the 4-H Building. Pooch and Heffron attended a meeting of the St. Paul Campus Land and Services Committee in Coffey Hall.

19 - Heffron met with society president Howard Morris. Giannini and Hammer met with the Commanders Task Force of military veterans groups regarding Veterans Day events at the '95 fair.

19-20 - St. Paul Police conducted a training session on Machinery Hill and in the livestock area.

20 - Pooch met with other members of the Agri=Land steering committee.

20-24 - Now Sports held a bicycle sale in the Education Building and Annex.

25-26 - St. Paul Police held a K-9 training session on Machinery Hill.

26 - Giannini and Hammer met with representatives of the Minnesota Historical Society to discuss a permanent exhibit by the society at the fair.

26-27 - The Minnesota Department of Natural Resources promoted a tree distribution session at the DNR Building.

27 - Wenzel and Heffron met with Bob Erickson and Paul Tschida of the University of Minnesota to discuss issues related to the busway and parking arrangements on the fairgrounds. Giannini and Hammer met with representatives of the Minnesota Vikings regarding possible promotions at the fair. Pooch met with the Agri=Land steering committee.

28 - Wenzel met with Ron Burnstrom, Medicine Lake Lines to discuss lease agreement terms.

28-30 - A computer equipment and software sale was presented in the Education Building.

29-30 - The annual Minnesota Horse Expo was staged in the Coliseum, Horse Barn, Judging Arena and Poultry Barn.

## **May**

1 - The Minnesota FFA held a livestock judging contest in the Coliseum. Pooch met with Pat Radermacher of Pioneer Feeds regarding their possible involvement with Agri=Land.

2 - Heffron met with board member Lake to discuss various matters. Pooch spoke to the FFA instructors at their convention at the University of Minnesota.

2-3 - St. Paul Police held training exercises on Machinery Hill.

3 - Heffron attended a meeting on the U of M Minneapolis Campus with Clint Hewitt and a group of independent planners who are preparing a long-range physical plan for the University. A part of the plan relates to boundaries shared by the two institutions. Ritt met with representatives of the Minnesota Department of Agriculture regarding the Editors-Mayors picnic supper. Goiffon attended the annual meeting of the Suburban Area Chamber of Commerce.

4 - Heffron spoke to the Midway Optimists Club at a breakfast meeting.

4-8 - United Camping Sale was held in the Education Building and Annex. Sinclair, Hammer, Pooch and Heffron attended the IAFE spring management conference in Little Rock, Arkansas and visited the Arkansas State Fairgrounds.

5-7 - A baseball card show and swap meet was staged in the Merchandise Mart. Sahara Sands Horse Show was presented in the Coliseum.

6 - Huber and Goiffon attended a MFCF convention planning meeting in Arlington.

7 - The Northland Toy Show was held in Progress Center. A Buick car collectors show was staged in the Infield.

8-June 9 - E-Ventures Company used the Amphitheater area to set up and test a new space shuttle show.

9 - Long-time society vice president and Hall of Fame recipient Norris Carnes celebrated his 100th birthday in St. Paul.

10 - St. Paul Police held a training session on Machinery Hill. Sinclair and Heffron met with Tom Bauman from the Department of Natural Resources to finalize an agreement between the two agencies. The executive committee approved the April 30, 1995 cash transaction summary as follows:

## **GENERAL FUND ACTIVITY:**

Cash Balance-Mar. 31, 1995		\$ 12,818
Add: Apr. Cash Deposits	\$ 804,305	
Less: Payroll Ending Apr. 1	(102,545)	
Payroll Ending Apr. 14	(94,523)	
Apr. Cash Disbursements	(398,341)	208,896

Cash Balance-Apr. 30, 1995 \$ 221,714

## **MARKETABLE SECURITIES ACTIVITY:**

Balance-Mar. 31, 1995		\$ 140,771
Add: Interest Earned	\$ 2,183	
Less: Service Charges	(92)	
Securities Cashed	(100,000)	(97,909)

Balance-Apr. 30, 1995 \$ 42,862

## **BUILDING FUND ACTIVITY:**

Balance-Mar. 31, 1995		\$ 352,848
Add: Interest Earned	\$ 1,785	
Less: Service Charges	(75)	1,710
Balance-Apr. 30, 1995		\$ 354,558

## **CASH BALANCES FOR MONTH ENDING APRIL 30:**

	1994	1995
General Fund	\$ 10,241	\$ 221,714
Petty Cash	2,500	500
Marketable Securities	147,287	42,862
Building Fund	1,464,426	354,558
Total Cash Balances	\$ 1,624,454	\$ 619,634

11 - State Patrol held a press conference on Machinery Hill to demonstrate a new speed control device. Sinclair met with Rocky Hoffstetter and Dick Christopherson, Ziegler Power Systems, as well as Tom Atkins, Thomas Carnival, to discuss plans for Mighty Midway and Kidway power generation and distribution at the 1995 fair. Pooch met with members of the Agri=Land steering committee to finalize goals and objectives of the project.

13 - A model railroad show was held in Education and a sailboard sale was held in Merchandise Mart.

13-14 - A First Fifty car show was staged in the Infield.

16 - Pooch met with attorney Barbara Hatch of the law firm King & Hatch regarding a horse accident at the 1992 fair. Rustad and Sinclair met with representatives of the Minnesota Department of Health and Agriculture to review plans for food and beverage concession inspections and standards of operation of these two agencies.

16-17 - Casey attended an employment seminar regarding legal issues, recruiting and interviewing sponsored by

the American Management Association.

17 - St. Paul Police conducted a training exercise on Machinery Hill. Sinclair met with Dave Schellenberger and Rocky Hoffstetter, Ziegler Power Systems, to execute an agreement for the provision of electric power generation and distribution equipment on the Mighty Midway and Kidway at the fair.

18 - A delegation from the Western Province Agricultural Society in Cape Town, South Africa, visited the fairgrounds.

18-20 - An Evangelical Garage Sale was held at the Crossroads Chapel.

19-21 - A Country Folk Art and Craft Show was presented in the 4-H Building and Progress Center.

20 - A bird sale was held in Empire Commons.

20-21 - HMMH presented a flea market in the Bazaar.

23 - Agco Company held a tractor test drive in the area adjacent to Agromart. Wenzel and Heffron met with Falcon Heights officials to preview plans for upgrading Larpenteur Avenue. Wenzel, Goiffon, Schadeck and Heffron met with staff from the St. Paul City Tax Department to discuss assessments made against society property. Ritt, Schlumpberger and Hammer met with groups from Proex and Coca-Cola to coordinate sand sculpture activities.

23-25 - A sequence of mailings was undertaken during the week timed to provide same-day receipt of Grandstand ticket order blanks to the fair's 150,000 mail order customers.

24 - St. Paul Police conducted training exercises on Machinery Hill. Wenzel, Armstrong and Sinclair met with Fred Johnson, State Director of Risk Management, to discuss insurance matters. State Fair hosted a meeting of the City of St. Paul's District 10 small area task force in the Administration Conference Room.

31 - Heffron and Sinclair met with Bob Johnson and Al DeRosh of the Outdoor Amusement Business Association.

#### June

3-4 - An antique show was staged in Education, 4-H, Home Improvement, Progress Center, Agromart and Blocks 11-21.

5 - State Fair employment office opened.

7-11 - Thomas Carnival Company presented a school's out carnival promotion on Machinery Hill.

9 - Goiffon and Casey attended a Labor and Employment Law Seminar sponsored by Faegne & Benson law offices.

#### SALES COMMITTEE MEETING

##### MINNESOTA STATE AGRICULTURAL SOCIETY

Administration Building

Thursday, June 8, 1995 - 9:00 a.m.

Members present: Simons, chairman; Lund; Keenan; Annestad; Schmidt; Prokosch; Steltz; Recknor; Lake; Morris, ex officio; Heffron, ex officio; Sinclair, ex officio; Wenzel, ex officio; Jacobson, ex officio.

Also present: Hammer and Rustad.

The meeting was called to order by Chairman Simons at 9:00 a.m.

Four new percentage attraction agreements, corresponding ticket prices and license terms for the 1995 fair were presented to the committee by Mr. Sinclair and approved on a motion by Ms. Schmidt, seconded by Mr. Lund and carried (Aye-8; Nay-0):

#### NEW PERCENTAGE ATTRACTIONS, FEES AND PRICES

Licensee	Attraction	Ticket Price	Percentage
Advantage Concepts, Inc.	Lazer Tag	\$4.00	20%
Desplenter Novelties	Novelty Concessions	Non-ticketed activity	Guarantee of \$11,845 and 30% of gross sales over \$47,120
E-Ventures, L.L.C.	Mission: Plant Earth	Child/Senior = \$3.00 Adults = \$5.00	One time promotional fee of \$16,000 and 50% of gross sales between \$225,000 and \$325,000; 30% of gross sales over \$325,000
Pughs Shows, Inc.	Carousel	\$1.50	40%

Mr. Sinclair presented a status report on independent midway production, including a summary of licenses executed for rides, shows, games, food and merchandise and a proposed lot diagram for their placement. On a motion by Mr. Keenan, seconded by Mr. Prokosch and carried, the report was accepted as presented (Aye-8; Nay-0).

An inquiry and short discussion on current food concession percentage rates was undertaken. No action taken.

It was moved by Mr. Annestad, seconded by Mr. Prokosch and carried that the meeting be adjourned (Aye-8; Nay-0).

#### MEETING OF THE GOVERNING BOARD

##### MINNESOTA STATE AGRICULTURAL SOCIETY

Administration Building, State Fairgrounds

Thursday, June 8, 1995 - 10:00 a.m.

Members present: Howard Morris, president; Don Simons; Bert Lund; Howard Recknor; Vern Prokosch; Martin Annestad; Clarice Schmidt; Bob Lake; Lyle Steltz; Rich Keenan; Mike Heffron, secretary.

Also present: Jim Sinclair; Jerry Hammer; Ken Wenzel; Rochelle Rustad; Marshall Jacobson; Steve Pooch; Mary Goiffon; Karen Leach.

Meeting called to order by president Morris at 10:00 a.m.

Upon a motion by Mr. Lund, seconded by Mr. Keenan and carried, minutes of the January 15, 1995 board and committee meeting(s), previously mailed to the members, were approved (Aye-9; Nay-0).

Society minutes in vacation, covering the period January 10 through June 9, 1995 and the administrative action notice therein, were approved on a motion by Mr. Lund, seconded by Mr. Annestad and carried (Aye-9; Nay-0).

Mr. Jacobson presented the May 31, 1995 financial statement as follows:

#### GENERAL FUND ACTIVITY:

Cash Balance-Apr. 30, 1995	\$	221,714
Add: May Cash Deposits	\$	864,683
Less: Payroll Ending May 3		(118,649)

Payroll Ending May 17	(104,791)	
Payroll Ending May 31	(104,226)	
Cash Disbursements	(523,190)	13,827
Cash Balance-May 31, 1995		\$ 235,541

#### MARKETABLE SECURITIES ACTIVITY:

Balance-Apr. 30, 1995		\$ 42,862
Add: Interest Earned	\$ 318	
Less: Service Charges	(13)	305
Securities Cashd		
Balance-May 31, 1995		\$ 43,167

#### BUILDING FUND ACTIVITY:

Balance-Apr. 30, 1995		\$ 354,558
Add: Interest Earned	\$ 1,741	
Less: Service Charges	(73)	1,668
Balance-May 31, 1995		\$ 356,226

#### CASH BALANCES FOR MONTH ENDING MAY 31:

	1994	1995
General Fund	\$ 275,497	\$ 235,541
Petty Cash	2,500	500
Marketable Securities	100	43,167
Building Fund	1,428,336	356,226
Total Cash Balances	\$ 1,706,433	\$ 635,434

After review of the statement, it was moved by Mr. Simons, seconded by Mr. Steltz and carried that the financial statement of May 31, 1995 be approved (Aye-9; Nay-0).

Approval of action taken earlier in the day (June 8) by the sales committee was moved by Mr. Keenan, seconded by Mr. Lake and carried (Aye-9; Nay-0).

It was moved by Mr. Keenan, seconded by Mr. Lake and carried that Building 345, a commercial structure recently converted to office use, be officially designated as the James and John Libby Conference Center (Aye-9; Nay-0).

Upon a motion by Mr. Annestad, seconded by Mr. Simons and carried, fair-period luncheon invitations were approved for the following groups: The board of the Minnesota Federation of County Fairs, Saturday, August 26; State Fair Hall of Fame and Life Members, Sunday, August 27; Minnesota Livestock Breeders Association board (breakfast), Thursday, August 31; mayors, media and business representatives (picnic supper), Thursday, August 31 (Aye-9; Nay-0).

Secretary presented a status report on the society's loan portfolio after which the matter was discussed at length. No action was forthcoming.

A research memorandum prepared by Kent Harbison which outlines the society's status as a public corporation was accepted on a motion by Mr. Simons, seconded by Mr. Recknor and carried (Aye-9; Nay-0).

The following employee manual change was approved on a motion by Ms. Schmidt, seconded by Mr. Prokosch and carried (Aye-9; Nay-0): Reduce vacation leave brackets from five to three as follows...0-5 years of service - 13.8 days of vacation; 6-10 years - 20.3 days; 11 years and over - 26.8 days.

A department payroll schedule for 1995, as prepared by superintendents under budgetary guidelines and confirmed by appropriate directors, was presented and approved on a motion by Mr. Lund, seconded by Mr. Keenan and carried (Aye-9; Nay-0).

#### 1995 STATE FAIR PERIOD PAYROLL

Department	1994 Projected	1994 Actual	1995 Projected
Admissions	111,945.20	114,478.66	117,469.00
Ag-Hort Custodial	7,877.15	7,898.25	7,899.15
Bazaar	4,186.16	4,277.97	4,329.51
Bee and Honey	4,530.00	4,739.74	4,916.80
Beef Cattle	2,320.00	2,338.00	2,612.00
Care and Assistance	1,046.50	1,190.63	1,225.00
Christmas Trees	2,503.00	2,551.15	2,811.50
Coliseum	6,211.40	2,210.76	6,588.80
Commercial Space Check In	2,730.00	2,310.00	2,310.00
Competition	495.00	488.40	501.60
Concessions Checkers	3,640.00	3,420.00	3,300.00
Creative Activities	31,907.50	31,610.01	24,182.50
Creative Activities Annex	2,992.40	2,695.53	3,136.00
Crossroads Building	5,187.40	5,016.33	5,100.58
Cup Distribution Center	2,320.00	2,300.00	3,000.00
DNR	998.40	172.80	960.00
Dairy Cattle	2,900.00	2,593.50	2,747.50
Dairy Products	600.00	600.00	600.00
Education	12,049.75	12,040.77	12,609.25
Electric	4,443.80	4,449.30	4,524.00
Empire Commons	4,016.80	4,139.95	4,167.70
FFA	9,339.00	9,438.53	9,320.00
Farm Crops	5,975.00	4,925.25	5,635.00
Finance	5,570.00	5,563.13	7,255.00
Fine Arts	17,573.75	16,391.30	17,282.00
Flowers	4,477.00	4,314.90	4,740.00
Forage	7,625.70	8,285.75	8,291.00
Free Entertainment	31,944.70	31,505.95	32,216.25
Fruit and Wine	4,056.00	4,283.46	4,426.50
Gate Ticket Sales	104,756.00	106,398.01	117,137.50
Gift Shop	5,675.00	4,403.70	5,000.25
Goats	1,330.00	1,215.25	1,245.00
Grandstand Artist Sales	3,264.00	3,157.51	3,311.00
Grandstand Auto Race	4,763.00	4,210.50	6,246.50
Grandstand Production	28,980.00	26,706.57	31,917.50
Grandstand Stage Crew	70,250.00	65,484.74	65,000.00
Heritage Exhibits	2,304.00	4,179.00	4,243.75
Heritage Square	3,918.75	3,690.88	4,084.25
Home Improvement	1,623.20	1,603.63	1,703.00
Horses	23,937.50	21,188.77	24,660.00
Information Services	13,150.80	12,761.63	13,664.30



Llama	775.00	765.00	797.50
Machinery Hill	1,806.80	1,806.80	2,010.00
Mascot	1,638.00	1,697.01	1,732.50
Meats	2,715.00	2,699.00	2,870.00
Merchandise Mart	2,135.50	1,683.48	2,207.60
Midway Information Booth	984.00	865.76	.00
Midway Ticket Sales	.00	.00	52,512.50
Milking Parlor	18,050.00	18,934.41	18,934.00
Modern Living	1,520.80	1,503.60	1,503.60
Officers Cottage	2,508.00	2,541.00	2,541.00
Operators	3,509.75	2,637.05	3,012.25
Park and Ride	45,522.50	41,975.73	42,395.00
Parking	92,358.00	88,115.53	88,896.00
Pet Center	.00	1,165.81	1,012.00
Poultry	4,778.85	4,898.90	5,444.10
Public and Media Relations	1,006.25	5,406.00	6,145.00
Public Safety	246,081.28	239,051.31	242,233.00
Receptionist	6,233.70	3,910.38	4,458.75
Sanitation	115,405.21	104,291.51	120,257.00
Senior Citizens	3,982.50	3,905.88	4,795.00
Sheep	2,750.00	2,750.00	2,750.00
Space Rental Checkers	2,300.00	1,843.75	2,187.50
Special Promotions	2,107.50	.00	.00
Swine	3,900.00	3,900.00	4,400.00
Ticket Audit	4,096.00	4,144.00	4,322.50
Ticket Office Coliseum	2,704.00	2,802.83	3,415.75
Ticket Office Grandstand	11,391.50	11,042.76	12,169.25
Ticket Takers	29,957.54	34,968.83	35,720.28
Transportation	4,676.80	4,092.55	4,702.00
Varied Industries	9,755.00	9,819.40	9,845.64
Vegetables	3,750.00	3,306.88	3,531.50
4-H Regular	33,067.50	35,601.44	35,747.50
4-H University	72,673.00	76,375.56	76,453.75
TOTAL	1,299,553.84	1,269,732.37	1,381,372.16

Mr. Pooch provided an update on the "Agri=Land" project, presented a proposed timeline for its implementation and a budget projection for its construction. All aspects of the project remain open to change. Furthermore, a comprehensive fund-raising effort will be necessary to provide \$8.5 million in capital before the initiative can be undertaken. After a lengthy discussion, it was moved by Mr. Keenan, seconded by Mr. Lake and carried that staff continue to cooperate with the University in the exploration of Agri=Land and report back to the board periodically (Aye-9; Nay-0).

Mr. Hammer offered an outline of the fair's 1995 sponsorship program indicating that \$269,800 had been tentatively identified from 20 cash sponsors. Negotiations continue with several other interested firms. A second group of companies and organizations are also making commitments to the fair as promotional sponsors. No action required.

#### 1995 SPONSORSHIP PROGRAM

Attraction	Sponsor	Fee
Auto Race	Miller Genuine Draft	\$ 25,000
Baldwin Park	Cal Spas	17,500
Bandsell	Miller Genuine Draft	40,000
Barn Tours	Various producers associations	13,000
Bazaar	Leinenkugel's	15,000
Century Farms	Minnesota Farm Bureau Federation	1,500
Children's Theater	State Fair Foods	10,000
Daily Schedule	Gedney	6,500
Draft Horse Show	Ames Construction	10,000
Editors-Mayors Picnic	Various producers associations	2,500
Exotic Animal Display	Old Dutch Snack Foods	7,500
Milk Run	American Dairy Association	3,000
Pet Center	Ralston Purina	10,000
Rodeo	Dodge Trucks	1,800
Sand Sculpture	Proex Photo & Portrait	50,000
Sand Sculpture	Coca-Cola	30,000
Senior Welcome Center	Medica	7,500
Special Contests	Miscellaneous	4,000
Trams	Minnesota Propane Association	15,000
		\$ 269,800

#### Non-cash sponsors

**Care & Assistance** - Knox Lumber will provide staff, material and general assistance.

**Cup Recycling** - Coca-Cola provides additional barrels, as needed. Amoco provides assistance with processing and on-grounds recycling information.

**Milk Cartons** - Schroeder Dairy will include State Fair information on 1.2 million milk cartons.

**Milk Run** - WCCO will provide promotion.

**Special Contests** - In addition to cash fees, contest sponsors may provide materials, prizes and personnel.

Along with the above, negotiations continue with a variety of potential sponsors, sponsor agencies and other promotional partners.

The following storage damage claims were submitted for consideration: Dan Dunn, battery acid on car, \$1,040.37; Norma Cominetti, damage to motorhome trim, \$269.62; Robert Ackerman, broken windshield, mirror, \$1,454.23; Robert Manteen, car cover missing, \$82.79; Ted Dahline, torn boat cover, \$10.00; Dennis Johnson, theft of generators, \$1,598.00. Upon a motion by Mr. Keenan, seconded by Mr. Lund and carried, claims as listed were approved (Aye-9; Nay-0).

Business and staff membership in the following organizations were approved on a motion by Mr. Simons, seconded by Mr. Annexstad and carried (Aye-9; Nay-0):

Organization	Amount
American Dairy Goat Association	*\$ 156.00
American Horse Shows Association	70.00
American Horse Shows Association (Dues)	600.00
American Horse Show Saddle Seat Class	50.00
American Livestock Show & Rodeo Managers Association	100.00
American Miniature Horse Association	50.00

American Paint Horse Association	25.00
American Quarter Horse Association	50.00
Better Business Bureau	205.00
Box Office Management International	160.00
Canadian Association of Expositions	200.00
Citizens League	50.00
Country Music Association	100.00
Executive Women International	229.50
Greater Minneapolis Chamber of Commerce	182.50
International Arabian Horse Association	200.00
Intl Assn of Amusement Parks & Attractions	175.00
International Association of Fairs & Expositions	900.00
International Entertainment Buyers Association	100.00
Mid-West Fairs Associations	150.00
Midway Civic & Commerce Association	380.00
Minnesota Agri-Growth Council	400.00
Minnesota Broadcasters Association	200.00
Minnesota Chapter, Natl Institute of Govt Purchasing	50.00
Minnesota Chiefs of Police Association	50.00
Minnesota Employees Recreation & Services Council	225.00
Minnesota Federation of County Fairs	50.00
Minnesota Festivals & Events Association	100.00
Minnesota Hunter & Jumper Association	50.00
Minnesota Ice Arena Managers Association	75.00
Minnesota Music Academy	11.00
Minnesota Newspaper Association	200.00
Minnesota Office of Volunteer Service	50.00
Minnesota Paint Horse Association	25.00
Minnesota Quarter Horse Association	30.00
Minnesota Safety Council	102.00
Minnesota Society of Association Executives	140.00
National Association of Amusement Ride Safety Officials	35.00
Outdoor Amusement Business Association	50.00
Recycling Association of Minnesota	65.00
Rocky Mountain Association of Fairs	250.00
Roseville Rotary Club	320.00
St. Paul Area Chamber of Commerce	506.00
St. Paul Convention Bureau	325.00
St. Paul Heritage & Festival Foundation	150.00
Suburban Area Chamber of Commerce	450.00
Suburban Career Investment Foundation	100.00
Tri-State Horseman's Association	50.00
Twin City Purchasing Management Association	175.00
Western Fairs Association	750.00
TOTAL	\$ 9,117.00

Grandstand, Coliseum, free-stage and other fair-period entertainment contracts were reviewed by Ms. Leach and approved on a motion by Ms. Schmidt, seconded by Mr. Prokosch and carried (Aye-9; Nay-0). Following is a breakdown of contracts and terms:

Contractor	Dates	Terms	Venue
Southern Thunder Services (sound)	8/24-9/3	\$19,750	Grandstand
Southern Thunder Services (lights)	8/24-9/3	\$19,750	Grandstand
Southern Thunder Services Milk Run PA	8/27	\$250	Grandstand
Southern Thunder Services Race Sound	9/4	\$1,000	Grandstand
Free Style Productions	8/24-9/3	\$36,310	Grandstand
Americana Fireworks	8/24-9/4	\$32,000	Grandstand
Warling Catering	8/24-9/4	\$5,400 plus \$6.00/hr. support personnel	Grandstand
The Group Alabama, Inc. f/s/o Alabama	8/24	\$50,000 plus 85% over \$113,000 plus \$18,500 production	Grandstand
Hen-Wright Productions f/s/o Chely Wright	8/24	\$5,000	Grandstand
Real World Tours, Inc. f/s/o Alan Jackson	8/25	\$125,000 vs 80% less \$15,000 for opener	Grandstand
Faith Hill Tours, Inc. f/s/o Faith Hill	8/25	\$15,000	Grandstand
AG Tour, Inc. f/s/o Amy Grant	8/26	\$115,000 plus 80% over \$175,000	Grandstand
B & D, Inc. f/s/o Brooks & Dunn	8/27	\$82,500 plus 85% over \$165,000 plus \$17,500 production	Grandstand
Mystic Biscuit, Inc. f/s/o Pam Tillis	8/27	\$30,000	Grandstand
Lorrie Morgan	8/29	\$45,000 plus 80% over \$102,500 plus \$5,000 production	Grandstand
Alcolun, Inc. f/s/o David Ball	8/29	\$12,500	Grandstand
MCC Tours, Inc. f/s/o Mary Chapin Carpenter	8/30	\$40,000 plus 50% over \$125,000	Grandstand



Kathy Mattea, Inc. f/s/o Kathy Mattea	8/30	\$24,000 plus 30% over \$125,000 plus \$1,000 production	Grandstand
Suzu Bogguss Concerts, Inc. f/s/o Suzu Bogguss	8/30	\$25,000	Grandstand
Tony Bennett	8/31	\$75,000 plus 80% over \$102,000	Grandstand
The Tractors	9/1	\$25,000 plus 40% over \$102,000 plus \$7,000 production	Grandstand
Todd Snider	9/1	\$5,000	Grandstand
John Michael Montgomery	9/2	\$80,000 plus 80% over \$157,500	Grandstand
Hal Ketchum Tours, Inc. f/s/o Hal Ketchum	9/2	\$20,000	Grandstand
Ken Mellons	9/2	\$10,000	Grandstand
Southern Thunder Services	8/24-9/4	\$18,500	Bandshell
The Bachelors	8/24-9/4	\$2,500	Bandshell
Jesse Hunter	8/24-8/27	\$20,000	Bandshell
Shelby Lynne	8/24-8/27	\$17,500	Bandshell
Michael Johnson	8/24-8/27	\$16,000	Bandshell
Archer Park	8/24-8/27	\$17,500	Bandshell
Don Edwards Cowboy Jubilee	8/28-8/31	\$7,000	Bandshell
Waddie Mitchell Cowboy Jubilee	8/28-8/31	\$7,000	Bandshell
The Sons of the San Joaquin Cowboy Jubilee	8/28-8/31	\$9,000	Bandshell
JAF Marketing Group, Inc. f/s/o Glenn Yarbrough	8/28-8/31	\$17,500	Bandshell
The Marcy Brothers	8/28-8/31	\$12,000	Bandshell
Brokop Entertainment, Ltd. f/s/o Lisa Brokop	8/28-8/31	\$14,000	Bandshell
Gary Puckett	9/1-9/4	\$20,000	Bandshell
Rob Quist & Great Northern	9/1-9/4	\$11,000	Bandshell
Central Park Tour, Inc. f/s/o Victoria Shaw	9/1-9/4	\$12,000	Bandshell
Western Flyer, Inc. f/s/o Western Flyer	9/1-9/4	\$16,000	Bandshell
Southern Thunder Services	8/24-9/4	\$6,950	Baldwin Park
Peter Ostroushko and Dean McGraw	8/24-8/27	\$6,500	Baldwin Park
Gregory Sears f/s/o Signature	8/24-8/27	\$10,000	Baldwin Park
Mike Michalski/The Fantastic Convertibles	8/24-8/27	\$3,600	Baldwin Park
Cliff Brunzell and The Golden Strings	8/28-8/31	\$10,760	Baldwin Park
David A. Brown/The Senders	8/28-8/31	\$6,000	Baldwin Park
Todd Wegner/Kid Hollywood and the Wild Coconuts	8/28-8/31	\$3,400	Baldwin Park
Tonic Sol-fa	9/1-9/4	\$4,000	Baldwin Park
Minneapolis Community College Gospel Choir	9/1-9/4	\$7,500	Baldwin Park
Ross Florand d/b/a/ The Killer Hayseeds	9/1-9/4	\$5,000	Baldwin Park
Southern Thunder Services	8/24-9/4	\$3,750	Bazaar
Jumbo Ya Ya	8/24-8/27	\$3,800	Bazaar
Mackenzie, O'Sullivan & Rees	8/24-8/27	\$4,000	Bazaar
The Sauerkrauts	8/28-8/31	\$10,000	Bazaar
Willowgreen	8/28-8/31	\$2,000	Bazaar
Scared Weird Little Guys	9/1-9/4	\$7,500	Bazaar
Hugh Borde f/s/o Trinidad Tripoli Steel Band	9/1-9/4	\$9,500	Bazaar
G.L. Berg & Associates Variety Show	8/24-9/4	\$9,500	Bazaar
Southern Thunder Services	8/24-9/4	\$3,750	Heritage
J & B Enterprises Bass Bin	8/24-9/4	\$10,800	Heritage
Tom Latane, Blacksmith	8/24-9/4	\$1,845	Heritage
Riders In The Sky	8/24-8/27	\$20,000	Heritage
Scott Crosbie/The Medicine Show Music Company	8/24-8/27	\$5,332	Heritage

Chmielewski Funtime Show	8/28-8/31	\$6,000	Heritage
Sidney Cox/The Cox Family	8/28-8/31	\$10,000	Heritage
Jack Gladstone	9/1-9/4	\$4,000	Heritage
Ranch Romance	9/1-9/4	\$10,000	Heritage
Sean Emery	8/24-9/4	\$7,200	Children's Theater
Allan Jacobs/Barrett Felker/ The Gizmo Guys	8/24-8/29	\$6,000	Children's Theater
James Wedgwood	8/24-8/29	\$3,000	Children's Theater
Patricia Haynes/Tricia & The Toons	8/24-8/29	\$5,000	Children's Theater
Kenny Ahern	8/30-9/4	\$5,100	Children's Theater
Ian Varella	8/30-9/4	\$3,600	Children's Theater
Bonnie Phipps f/s/o The Bonnie Phipps Dyad	8/30-9/4	\$5,000	Children's Theater
Southern Thunder Services	8/24-9/4	\$750	Parade
Parade Productions	8/24-9/4	\$1,400	Parade
R.W. Commerford & Sons	8/24-9/4	\$4,500	Parade
All American Judging Association	8/24-9/4	\$1,174	Parade
Rich Loutit/Red River Riders	9/1-9/4	\$3,700	Parade
Southern Thunder Services	8/24-9/4	\$400	Senior Citizens
Gopher State Garden Tractor Pullers, Inc.	8/30	\$545	Lee Avenue
Randy Roberts	8/24-9/4	\$2,600	Horse
Barnes PRCA Rodeo	8/30-9/1	\$34,000 plus admission tickets	Horse
Equine Medical Center William H. Sweeney, DVM	8/24-9/4	\$23,000	Vet
W.J. Mackey, DVM	8/24-9/4	\$10,500	Vet
Barn Tours "The Original"	8/24-9/4	\$17,760 plus travel expenses	Competitive Exhibits
Entertainment Specialists Ltd., Inc. (Liptzanners)	8/24-9/4	\$65,000 plus 50% over \$10,000 on each of 4 feature performances	Horse
R.W. Commerford & Sons Petting Zoo	8/24-9/4	\$6,500	Block 30
Minnesota Purebred Dog Breeders Association	8/24-9/4	\$5,500	Pet Center
Minnesota Veterinary Medical Association	8/24-9/4	\$5,500	Pet Center

Copies of the legislative audit report covering the society's 1994 fiscal year were previously circulated to the board. It was moved by Mr. Keenan, seconded by Mr. Prokosch and carried that the report be accepted (Aye-9; Nay-0).

An adjustment in the following storage rental rates was approved by Mr. Simons, seconded by Mr. Steltz and carried (Aye-9; Nay-0): Units up through 20 feet - \$130; 21 through 25 feet - \$175; 26 through 30 feet - \$220; 31 through 35 feet - \$275; units 36 feet and over - \$330.

It was moved by Mr. Steltz, seconded by Ms. Schmidt and carried to adjust ice rental rates as follows: Games (attendance) - no change; games (non-attendance) - \$105 to \$125; practice ice - \$105 to \$115; practice ice (before noon) - \$75 to \$90 (Aye-9; Nay-0).

Mr. Wenzel and secretary provided an update on planning for the 1996 annual meeting. After discussion, it was moved by Mr. Simons, seconded by Mr. Keenan and carried that the society's board meeting on Sunday, January 14 be held at the conclusion of the Federation's business session (Aye-9; Nay-0).

Mr. Jacobson offered an update on advance ticket sales. No action required.

An agenda call for the next meeting of the board was ordered for Friday, August 25, 10:00 a.m. on a motion by Mr. Prokosch, seconded by Mr. Steltz and carried (Aye-9; Nay-0).

Meeting adjourned on a motion by Ms. Schmidt, seconded by Mr. Prokosch and carried (Aye-9; Nay-0).

#### SALES COMMITTEE MEETING MINNESOTA STATE AGRICULTURAL SOCIETY

Administration Building  
Friday, August 4, 1995 - 9:00 a.m.

Members present: Simons, chairman; Lund; Keenan; Lake; Schmidt; Prokosch; Steltz; Annexstad; Morris, ex officio; Heffron, ex officio; Wenzel, ex officio; Sinclair, ex officio.

Also present: Rustad.

The meeting was called to order at 9:00 a.m. by Chairman Simons.

Mr. Simons advised appellant Bret Collier that the committee had been provided copies of his registration submission and correspondence requesting review, and gave Mr. Collier an opportunity to review with the committee how (he felt) his registration had been improperly handled or how he had been mistreated by staff.

Mr. Collier stated that his review request of July 10 summarized his concerns, but went on to reiterate them: 1. miscommunications between himself and fair staff, 2. his interpretation of the communiqués he received from staff, 3. concern that "powerful groups" were shown favoritism in the licensing process and as a result his opportunity for a license may have been thwarted, 4. the sufficiency of his registration submission, 5. the consideration



given a supplement to his registration, and 6. his opinions on how the fair's process for registration handling should work.

Mr. Sinclair provided a chronological summary of the manner in which Mr. Collier's registration and supplement were handled by Commercial Space Department staff, as well as a definitive review of each piece of correspondence mailed to Mr. Collier by fair staff through each step in the handling of his submission, clarifying along the way the intent and meaning of language used in the text and subsequently called into question by Mr. Collier. He also suggested that Mr. Collier's perceptions of the registration and licensing processes were mistaken, as was his very figurative interpretation of the communiqués he received from fair staff.

Mr. Sinclair then took exception to Mr. Collier's allegation that "unless you know somebody on the inside of the State Fair organization, or are a member of a powerful family, group or lobby, no matter what your product is, you wouldn't get in," stating that such perceptions are simply without merit or any basis in fact. He challenged Mr. Collier to provide the committee with any information that supported these impressions, any specific examples of such activity, or substantiated knowledge of this being the case. Mr. Collier provided a non-specific reply without factual basis. The committee dismissed the allegation as unfounded.

Mr. Collier's assertions with respect to verbal communications with the Commercial Space Department staff were reviewed by Mr. Sinclair in the context of their disagreement with the prescribed process for handling license registrations and inquiries, after which he spoke to the reality of how Mr. Collier and his registration submission were in fact handled, based on Sinclair's interviews with staff who had contact with Mr. Collier. Sinclair offered the opinion that no deception had occurred, nor was any intended, and that he did not believe the fair's correspondence was misleading, or that Mr. Collier's registration was mishandled in any manner, but, rather, that Mr. Collier must have misinterpreted such correspondence.

Mr. Sinclair closed his comments by suggesting that Mr. Collier believes the registration process should conform to his sense of what is best, a position not supported by the judgment of the committee when it approved the process for registration and licensing, or the experience and judgment of staff charged with managing the process and registration submissions. Sinclair also suggested that given the vast number of registrations received and handled by the Commercial Space Department, and the fact that this was the first request for review based on a misinterpretation of staff-initiated correspondence and statements, he (Sinclair) believed that his posture in this case was even further supported.

Mr. Keenan suggested that the matter before the committee "lacked any real issue" for consideration, there being no apparent wrong-doing or abuse by staff, and made a motion, which was seconded by Mr. Lund and carried, that the matter be dismissed (Aye-7; Nay-0).

With no further business to come before the committee, the meeting was adjourned at 9:52 a.m.

#### MINUTES IN VACATION

##### June

9 - Casey attended a Labor and Employment Law seminar in Minneapolis.

9-11 - The Minnesota Arabian Horse Show was staged in the Coliseum.

10-16 - The annual 4-H Junior Leadership Conference was conducted in the 4-H Building.

11 - A General Motors car show was held in the Infield.

12 - An Agri=Land planning meeting was held; Chairman Pooch made a report on behalf of the steering committee. Goiffon and Scott met with representatives of Medica to discuss seniors days.

13 - Heffron met with Bob Erickson and Paul Tschida of the U of M to discuss projects of mutual concern.

14 - Fischler, Wenzel and Heffron met with Dave Moore and Bob Jackson of TKDA Architects to review plans for sewer separation in the Livestock area. Goiffon, Wenzel, Scott, Anderson, Leach and Heffron met with ADA consultant Harold Kiewel to discuss procedures being used to accommodate persons with disabilities in the Grandstand seating area. Hammer addressed a meeting of the Dakota County Golden K Kiwanis Club. Sinclair met with Mr. Bob Raab, Lock & Locker Systems, to discuss rental lockers for the 1995 fair.

15-18 - Minnesota Morgan Horse Show was contested in the Coliseum.

16-18 - A gem and mineral show was staged in the Education Building.

23-25 - The Minnesota Street Rod Show was held on the grounds with special exhibits in the Education, 4-H Buildings, Grandstand and East Room.

26 - State Fair box office opened today for phone and over-the-counter ticket sales.

27 - Pat Keenan, wife of society vice president Rich Keenan, died quite suddenly in a Minneapolis hospital. Pooch met with University of Minnesota Land Services committee and updated them on the Agri=Land project.

28 - Heffron met with society president Howard Morris to discuss fair projects.

28-30 - Sinclair and Hammer visited the Del Mar Fair in Del Mar, California.

28-1 - The Tanbark Horse Show was presented in the Coliseum.

29 - Wenzel and Heffron attended funeral services for Pat Keenan at the Basilica in Minneapolis. A representative from the Ochs Agency met with staff members regarding the State's Deferred Compensation Plan.

##### July

6 - Wenzel, Armstrong and Heffron met with State Insurance Division head Fred Johnson to finalize plans for the purchase of property insurance.

7-8 - A book sale was held in Empire Commons.

8-9 - St. Paul Recreation Department used Block 55 to park cars for a Como Park Event.

10 - Wenzel, Fischler and Heffron met with several people from BRW Architects, including Don Ringrose, Craig Amundson and Steve Malloy to review final plans to the Carousel Park fountain.

11 - Heffron and Grandstand food concessionaire Mike Hildebrand met with St. Paul Mayor Norm Coleman to discuss a range of issues including the possible return of the antique carousel to the fairgrounds. The Executive Committee approved the June 30, 1995 cash transaction summary as follows:

#### GENERAL FUND ACTIVITY:

Cash Balance-May 31, 1995	\$	235,541
Add: Jun. Cash Deposits	\$	2,407,261
Less: Payroll Ending Jun. 9		(131,327)
Payroll Ending Jun. 23		(149,326)
Jun. Cash Disbursements		(1,997,706)
Cash Balance-Jun. 30, 1995	\$	364,443

#### MARKETABLE SECURITIES ACTIVITY:

Balance-May 31, 1995	\$	43,167
Add: Interest Earned	\$	219
Less: Service Charges		(9)
Securities Purchased		1,350,000
		1,350,210

Balance-Jun. 30, 1995 \$ 1,393,377

#### BUILDING FUND ACTIVITY:

Balance-May 31, 1995	\$	356,226
Add: Interest Earned	\$	1,807
Less: Service Charges		(76)
Balance-Jun. 30, 1995	\$	357,957

#### CASH BALANCES FOR MONTH ENDING JUNE 30:

	1994	1995
General Fund	\$ 376,505	\$ 364,443
Petty Cash	2,750	2,750
Marketable Securities	450,202	1,393,377
Building Fund	1,432,633	357,957
Total Cash Balances	\$ 2,262,090	\$ 2,118,527

13 - Plunkett Company completed a film sequence in the Infield.

13-17 - The Cuneo Company held a used car sale on the Carnival Lot.

15-17 - Peterson Publishing, Los Angeles staged a "muscle car" rally on Machinery Hill.

17 - Wenzel, Goiffon and Chief of Police Art Blakey met with the Minnesota Pollution Control Agency to discuss air pollution at University and Snelling.

18 - Casey met with the Job Service Executive Committee of the Department of Economic Security.

19 - A training session for staff and department superintendents was presented in the ID Center.

20 - Craig Amundson and Steve Malloy of BRW Architects met with Fischler, Wenzel and Heffron to discuss safety issues related to the Carousel Park fountain.

21-30 - Talent contest auditions were held in the Bandshell.

26 - Scott, Sinclair and Heffron met with ADA consultant Harold Kiewel to discuss access issues on the new midway.

27 - Representatives of BRW and Olympic Pools were on hand to inspect the new Carousel Park fountain.

#### August

2 - The Grandstand stage roof was erected. Scott conducted a training orientation for seniors days volunteers from Medica.

4 - A Sales Committee meeting was held in the Administration Building conference room (minutes circulated earlier).

7 - Harveydale Maruska and Heffron visited Hall of Fame member Norris Carnes at his home in St. Paul.

9 - Scott conducted a training orientation for Care & Assistance Volunteers from Knox Lumber Company.

10 - Wenzel and Heffron met Bob Baker and Paul Tschida of the U of M to discuss transitway issues.

11 - The Executive Committee approved the July 31, 1995 cash transaction summary as follows:

#### GENERAL FUND ACTIVITY:

Cash Balance-Jun. 30, 1995	\$	364,443
Add: Jul. Cash Deposits	\$	1,273,351
Less: Payroll Ending Jul. 12		(154,429)
Payroll Ending Jul. 26		(140,970)
Jul. Cash Disbursements		(1,173,588)
Cash Balance-Jul. 31, 1995	\$	168,807

#### MARKETABLE SECURITIES ACTIVITY:

Balance-Jun. 30, 1995	\$	1,393,377
Add: Interest Earned	\$	1,900
Less: Service Charges		(81)
Securities Cashed		(590,000)
Balance-Jul. 31, 1995	\$	805,196

#### BUILDING FUND ACTIVITY:

Balance-Jun. 30, 1995	\$	357,957
Add: Interest Earned	\$	1,746
Less: Service Charges		(73)
Balance-Jul. 31, 1995	\$	359,630

#### CASH BALANCES FOR MONTH ENDING JUNE 30:

	1994	1995
General Fund	\$ 105,165	\$ 168,807
Petty Cash	2,750	2,750
Marketable Securities	640,740	805,196
Building Fund	1,437,030	359,630
Total Cash Balances	\$ 2,185,685	\$ 1,336,383

14 - Mighty Midway staff, Mike Sandafur, Tom Atkins and Steve Windell arrived for early setups. The I.D. Center opened. A noon luncheon meeting of the Roseville Rotary Club was hosted in the fair's Bazaar, after which the group was given a grounds tour.

15 - Heffron, along with Board members Recknor, Prokosch, Annexstad, Steltz, President Morris and Life Members Reinhardt, Korff and Austin, attended opening day at the Steele County Free Fair to participate in ceremonies to dedicate a new office building donated by deceased Life Member Stan Muckle.

16 - Mighty Midway staff member Richard Wells arrived to help with early game setups. Clarice Schmidt attended a 4-H Foundation appreciation dinner at the 4-H Building. Outside gates were secured beginning today; campgrounds opened.

16-17 - St. Paul Recreation Department used Block 55 for overflow car parking made necessary by a concert at Midway Stadium.

20 - An orientation and tour was held for signs language interpreters.

21 - Como bridges were erected.

22 - A special artists preview was held in the Fine Arts Center.

23 - The Princess Kay coronation, sponsored by the American Dairy Association of Minnesota, was staged in the Bandshell. Preliminary horse show events were contested in the Coliseum.

24 - The 1995 Minnesota State Fair opened to the public at 6 a.m. Official opening ceremonies, hosted by society



president Howard Morris, were presented at 10 a.m. in the Bandshell.

# MEETING OF THE GOVERNING BOARD MINNESOTA STATE AGRICULTURAL SOCIETY

Administration Building, State Fairgrounds  
Friday, August 25, 1995 - 10:00 a.m.

Members present: Howard Morris, president; Don Simons; Bert Lund; Bob Lake; Howard Recknor; Martin Annexstad; Clarice Schmidt; Vern Prokosch; Lyle Steltz; Rich Keenan; Mike Heffron, secretary.

Also present: Kent Harbison.

President Morris called the meeting to order at 10:02 a.m. and welcomed all members to the 1995 fair.

Upon a motion by Mr. Lund, seconded by Mr. Recknor and carried, minutes of the June 8 board and sales committee meeting(s), previously mailed to the members, were approved (Aye-9; Nay-0).

Minutes of the sales review committee meeting, held August 4, 1995, were approved on a motion by Mr. Simons, seconded by Mr. Lund and carried.

Copies of the minutes in vacation, covering the period June 9 through August 24, 1995, as well as the administrative action noted therein, were approved on a motion by Mr. Annexstad, seconded by Ms. Schmidt and carried (Aye-9; Nay-0).

Secretary presented the July 31, 1995 society financial statement as follows:

## GENERAL FUND ACTIVITY:

Cash Balance-Jun. 30, 1995		\$	364,443
Add: Jul. Cash Deposits	\$	1,273,351	
Less: Payroll Ending Jul. 12		(154,429)	
Payroll Ending Jul. 26		(140,970)	
Jul. Cash Disbursements		(1,173,588)	(195,636)
Cash Balance-Jul. 31, 1995			\$ 168,807

## MARKETABLE SECURITIES ACTIVITY:

Balance-Jun. 30, 1995		\$	1,393,377
Add: Interest Earned	\$	1,900	
Less: Service Charges		(81)	
Securities Cashed		(590,000)	588,181
Balance-Jul. 31, 1995			\$ 805,196

## BUILDING FUND ACTIVITY:

Balance-Jun. 30, 1995		\$	357,957
Add: Interest Earned	\$	1,746	
Less: Service Charges		(73)	1,673
Balance-Jul. 31, 1995			\$ 359,630

## CASH BALANCES FOR MONTH ENDING JULY 30:

	1994	1995
General Fund	\$ 105,165	\$ 168,807
Petty Cash	2,750	2,750
Marketable Securities	640,740	805,196
Building Fund	1,437,030	359,630
Total Cash Balances	\$ 2,185,685	\$ 1,336,383

Upon a motion by Ms. Schmidt, seconded by Mr. Steltz and carried, the financial statement of July 31, 1995 was approved (Aye-9; Nay-0).

Secretary was authorized to make miscellaneous ticket refunds and payment of minor claims as he deems appropriate upon a motion by Mr. Simons, seconded by Mr. Keenan and carried (Aye-9; Nay-0).

A list of entertainment contracts, not available for consideration on 6-8-95, was submitted by secretary. Upon a motion by Mr. Recknor, seconded by Mr. Annexstad and carried, the following contracts were approved (Aye-9; Nay-0):

Contractor	Dates	Terms	Venue
Nancy Evelyn f/s/o Interpreters	8/24-9/4	\$7,000	Grandstand
Freestyle Productions f/s/o lift system	8/24-9/3	\$9,042.22	Grandstand
Union Station Land f/s/o Alison Krauss	8/26	\$20,000	Grandstand
Chicago Music Inc. f/s/o Chicago	8/28	\$75,000 plus 80% over \$125,000	Grandstand
Little River Band We Two Party Ltd.	8/28	\$10,000	Grandstand
The Mavericks, Inc. f/s/o The Mavericks	9/1	\$25,000 plus 40% over \$102,000	Grandstand
Dixie Chicks	9/1-9/4	\$14,000	Bandshell
Tom Baumgartner	8/24-9/4	\$7,500	Bandshell
Tom Chepokas TC & Company	8/24-9/4	\$5,640 plus overtime	Bandshell
Eugene Huddleston	8/24-9/3	\$1,500	Baldwin
John & Mary Block	8/24-9/4	\$4,000	Heritage
Zealand Farm f/s/o Oxen Hitch	8/24-9/4	\$700	Parade
Brian Boru Irish Pipe Band	9/1	\$600	Parade
John & Mary Block f/s/o Parade Units	8/24-9/4	\$3,200	Parade
Merv's Dixielanders	8/24-8/26	\$800	Ramberg
Nordkap Male Chorus	8/24-8/29	\$600	Ramberg
Klondike Kates	8/28-8/31	\$600	Ramberg
Pig's Eye Jass Band	8/28-8/31	\$5,000	Ramberg
Nostalgia	8/25-9/1	\$750	Ramberg
Stomp 'N Dixie	8/29-9/1	\$855	Ramberg

Elk River German Band	9/3	\$700	Ramberg
Scandinavian Hot Shots	9/4	\$600	Ramberg
Doug Norman, MN Valley Antique Farm Power	8/31-9/1	\$1,000	Lee Avenue
Tom Green f/s/o Elvis	8/29	\$1,000	Grounds
Ken Schrader Racing	9/4	\$10,000	Race
Dick Trickle Motor Sports	9/4	\$10,000	Race
Rex L. Robbins f/s/o ASA	9/4	\$110,050 less entry fees and pit passes over \$6,000	Race
Dan Radecki f/s/o The Classics	9/4	\$800	Race
Jack Albinson	9/4	\$200	Race

Upon a recommendation from the Attorney General's office, it was moved by Mr. Keenan, seconded by Mr. Lund and carried to discontinue the withholding of social security taxes on board honorarium (Aye-9; Nay-0).

Secretary was instructed to communicate the following resolution to Saint Paul Mayor Norm Coleman per a motion made by Mr. Lake, seconded by Ms. Schmidt and carried (Aye-9; Nay-0):

BE IT RESOLVED that the Board of Managers of the Minnesota State Agricultural Society make known to the mayor and citizens of the City of Saint Paul their sincere wish that the Cafesjian Carousel be allowed to return to its original home on the State Fairgrounds.

The society stands ready to provide a permanent site and a park environment for this sterling attraction, one which will assure its future security and its ongoing productivity.

The society acknowledges the pivotal role played by the City of St. Paul to help save the carousel in 1987, and asks that this generous spirit continue by allowing the people of Minnesota to see this magnificent restoration and enjoy once again an old friend in a familiar place.

Secretary submitted an abbreviated list of Coliseum maintenance items recommended for completion during the fall season. This supplemental list totaling \$60,000 was approved on a motion by Mr. Lund, seconded by Mr. Steltz and carried (Aye-9; Nay-0).

Secretary submitted a final report on the Hallberg scholarship program and indicated that 20 winners had been selected from an original group of 128 entrants. Awards will be made on Saturday, September 2 (1:45 p.m.) from the Bandshell stage. Mr. Keenan asked that counsel express an opinion on the legal appropriateness of the program as a function of the society.

Meeting adjourned.

## LIFE MEMBER ADVISORY COMMITTEE MEETING

Administration Building, State Fairgrounds  
Sunday, August 27, 1995 - 10:00 a.m.

Members present: Eileen Roehlke, chair; Harveydale Maruska; Gale Frost; Jerry Franke; Evelyn Hagen; Dick Reinhardt; Bill Korff; Sulo Ojakangas; Willis Lilliquist; Mary Goiffon, ex officio; Mike Heffron, ex officio.

Heffron offered the committee insight into the Agri=Land exhibit concept and answered questions about employment issues, the new independent midway, Carousel Park, and gate traffic changes.

It was moved by Mr. Korff, seconded by Mr. Ojakangas and carried that a committee recommendation be extended to the board on behalf of Cliff Markuson for life membership in the society (Aye-8; Nay-0).

There being no further business before the Committee, the meeting was adjourned.

## MEETING OF THE GOVERNING BOARD MINNESOTA AGRICULTURAL SOCIETY

Administration Building, State Fairgrounds  
Sunday, September 3, 1995 - 9:30 a.m.

Members present: Howard Morris, president; Lyle Steltz; Bert Lund; Robert Lake; Don Simons; Martin Annexstad; Clarice Schmidt; Howard Recknor; Rich Keenan; Vern Prokosch; Mike Heffron, secretary.

Also present: Kent Harbison; Mary Goiffon.

President Morris called the meeting to order at 9:35 a.m.

Upon a motion by Mr. Lund, seconded by Mr. Annexstad and carried, minutes of the August 25, 1995 board meeting were approved (Aye-9; Nay-0).

Secretary announced that the annual convention and trade show of the International Association of Fairs & Expositions would be held at the Hilton Hotel, Las Vegas, November 27-30, 1995. It was moved by Mr. Simons, seconded by Mr. Steltz and carried that members of the board and certain staff personnel as designated by the secretary be authorized to attend the IAFE convention with society to reimburse appropriate expenses (Aye-9; Nay-0).

It was moved by Mr. Prokosch, seconded by Mr. Lake and carried to adopt the report of the life member advisory committee filed with the secretary on August 27, 1995 (Aye-9; Nay-0).

A comparative report of agricultural and livestock entries at the 1995 fair was reviewed. Report only; no action required.

## MINNESOTA STATE FAIR COMPETITIVE ENTRY COMPARISON

Department or Category	1995	1994	1993
Creative Activities	1848 exhibitors	1950	1820
	5436 exhibits	5850	5050
Beef Cattle	864 animals	780	666
Llamas	120 animals	118	102
Dairy Cattle	1129 animals	1194	1177
Goats	626 animals	555	604
Sheep	1137 animals	812	980
Swine	675 animals	695	711
Bee & Honey	117 exhibitors	139	121
Wine	56 exhibitors	60	50
Flowers	77 exhibitors	76	72
Vegetables	91 exhibitors	116	71
FFA Cattle	782 animals	709	669
FFA Sheep	644 animals	578	556
FFA Swine	656 animals	715	627



After discussion, it was moved by Mr. Recknor, seconded by Mr. Annexstad and carried to approve the Radisson South as site for the 1997-1999 society annual meeting in conjunction with the Minnesota Federation of County Fairs and the Midwest Showmen's Association (Aye-9; Nay-0).

A resolution offering condolence to the family of Hall of Fame member David Stone was introduced by Mr. Annexstad, seconded by Mr. Steltz and carried (Aye-9; Nay-0). Mr. Stone died August 31 at the Edina Care Center.

It was moved by Mr. Simons, seconded by Mr. Keenan and carried that the dates of the 1996 Minnesota State Fair be Thursday, August 22 through Labor Day, Monday, September 2 (Aye-9; Nay-0).

An agenda date of Wednesday, November 8 (10 a.m.) was set for the next meeting of the board on a motion by Mr. Prokosch seconded by Mr. Steltz and carried (Aye-9; Nay-0).

A discussion was undertaken on the independent midway program which had proven eminently successful in its first year of operation. It was moved by Ms. Schmidt, seconded by Mr. Lake and carried that the staff be commended for having implemented and managed this initiative in an assertive, businesslike manner (Aye-9; Nay-0).

Adjournment was moved by Mr. Simons, seconded by Mr. Steltz and carried. Meeting adjourned at 10:43 a.m.

## MINUTES IN VACATION

### August

24-September 4 - Visitors from other expositions and special guests at the 1995 Minnesota State Fair included: Lewis Miller, International Association of Fairs & Expositions, Springfield, Mo.; Ray Wadell, Amusement Business magazine, Nashville, Tenn.; Rey O'Dey, Los Angeles County Fair, Pomona, Calif.; Rick Frenette (and 35 staff members), Ohio State Fair, Columbus, Ohio; Dennis Voeller, Dan Schmidt, Craig Rudland and Teresa Hynson, North Dakota State Fair, Minot, ND; Gary Montgomery and Gary Spence, Arizona State Fair, Phoenix, Ariz.; Chris Arnett, Royal Easter Show, Sidney, NSW; Dave and Sharon Simington, Dave Potratz, Everett and Vertie Amis, John Hargens, Russ Christensen, Dave Brugman, Phil and Cheryl Hurst, Dean Saunders, Jack Schollerman, Bob and Arla Gould, Glen and Barn Chenhall, Gary and Barb Cutteli, Vern and Betty Pepper, Clay County Fair, Spencer, Iowa; Johnnie Holmes, National Independent Concessionaires Association, Little Rock, Ark.; John Carter, Berry Agricultural Show, Berry, NSW; Bob Gottschalk, Kansas State Fair, Hutchinson, Kan.; Thomas Laird, Coca-Cola Co., Atlanta, Ga.; Joan Saelte, Buddy Lee Agency, Kansas City, Mo.; Errol McCoy, David Nixon, Ron Black, Texas State Fair, Dallas, Texas; Paul Moore, William Morris Agency, Nashville, Tenn.; Steve Dahl, Monterey Artists, Monterey, Calif.; Ron Beckey, North Florida Fair, Tallahassee, Fla.; Tim Fennell and Donna Ruhm, Del Mar Fair, Del Mar, Calif.; Joe Saputo, Illinois State Fair, Springfield, Ill.; Dan Gattis, Skip Wagner, Houston Livestock Show & Rodeo, Houston, Texas.

24 - A special ceremony was held to dedicate Carousal Park and Dan Patch Avenue. Members of the Savage family were on hand to mark the occasion; a trotting horse paced his way through the park to officially signal the new designations.

26 - The board of the Minnesota Federation of County Fairs held a meeting in the Administration Building conference room and was hosted by the society board at a noon luncheon in the officers headquarters.

27 - A reunion luncheon, welcoming Life and Hall of Fame members of the society, was held in the officers headquarters. A meeting of the Life Member advisory committee was convened during the afternoon in the Administration Building.

28 - A recognition and awards ceremony was held for 50-year fair participants at Heritage Square. Medica Senior awards were presented, also in Heritage Square.

29 - A meeting of the National Independent Concessionaires Association was held in the Visitors Plaza conference room.

31 - The Minnesota Livestock Breeders Association board attended a breakfast meeting with the society board and staff to discuss livestock competition at the State Fair. Outstanding senior citizen awards for 1995 were presented at a special ceremony in the Bandshell; a reception followed on the south lawn of the Administration Building. An informal picnic was held in the Grandstand infield to honor editors, mayors, county fair and chamber executives from throughout the state. After dinner, the group was hosted at an evening Grandstand show featuring Tony Bennett. Academic achievers from throughout the state were recognized by the Minnesota Academic Excellence Foundation and the State Fair in special ceremonies at the Bandshell. Hall of Fame member David Stone died in Edina.

### September

1 - For the first time ever, naturalization ceremonies were staged on the fairgrounds, 864 new citizens from 86 countries were sworn in at the Bandshell with family and friends in attendance.

2 - Hallberg Scholarship award winners were presented in the Bandshell. Minnesota military veterans participated in a tree planting ceremony at Crossroads park to commemorate the 50th anniversary of the end of World War II.

4 - A fireworks presentation at 9 p.m. signaled the official conclusion of the 1995 fair. An attendance record of 1,673,312 was established for the 12 days.

14 - Pooch and Heffron attended a meeting on the U of M St. Paul campus to discuss the Agri=Land project.

14-17 - White Wolf ski sale was held in Progress Center.

15-18 - The annual 4-H horse show was presented in the Coliseum.

16 - Cemstone truck rodeo was staged in Block 55.

17-20 - Goiffon attended a Human Resource Forum in Florida.

18 - Senior staff attended and participated in a special access and disability meeting sponsored by the State Fair and held in the Libby Conference Center. Dick Ramberg, former head of the State Council on Disability, chaired the session with assistance from Julie Scott.

19 - The Executive Committee approved the August 31, 1995 cash transaction summary as follows:

### GENERAL FUND ACTIVITY:

Cash Balance-Jul. 31, 1995		\$ 168,807
Add: Aug. Cash Deposits	\$ 7,761,986	
Less: Payroll Ending Aug. 09	(161,712)	
Payroll Ending Aug. 23	(195,406)	
Aug. Cash Disbursements	(3,906,315)	3,498,553
Cash Balance-Aug. 31, 1995		\$ 3,667,360

### MARKETABLE SECURITIES ACTIVITY:

Balance-Jul. 31, 1995		\$ 805,196
Add: Interest Earned	\$ 5,760	
Less: Service Charges	(247)	
Securities Cashd	(190,000)	(184,487)
Balance-Aug. 31, 1995		\$ 620,709

### BUILDING FUND ACTIVITY:

Balance-Jul. 31, 1995		\$ 359,630
Add: Interest Earned	\$ 1,775	
Less: Service Charges	(77)	1,698
Balance-Aug. 31, 1995		\$ 361,328

### CASH BALANCES FOR MONTH ENDING AUGUST 31:

	1994	1995
General Fund	\$ 3,935,219	\$ 3,667,360
Petty Cash	8,750	7,150
Marketable Securities	292,782	620,709
Building Fund	1,441,838	361,328
Total Cash Balances	\$ 5,678,589	\$ 4,656,547

20 - Heffron spoke to a breakfast meeting of the Metropolitan Businessmen at the Minikahda Club in Minneapolis. Huber attended an insurance training session sponsored by the Department of Economic Security.

22-24 - North Country ski sale was held in the Progress Center; Western Saddle Horse Show was staged in the Coliseum; a baseball card show was promoted in the Merchandise Mart; a country folk art show was held in the Grandstand.

23 - Como and St. Anthony Park Community Council(s) sponsored neighborhood cleanup campaigns; collection points were established in Blocks 8, 9 and 55.

26 - Sinclair and Rustad met with representatives of the Minn. Departments of Health and Agriculture to review issues related to the 1995 fair.

28 - Hammer and Sinclair met with Kay Schollenbarger, Mike McCollum and Blake Vance, New Mexico State Fair, Albuquerque regarding fair operations.

28-1 - United Camping Show was staged in the Education Building and Annex.

29-1 - The Minnesota Arabian Festival Horse Show was presented in the Coliseum.

30 - A model railroad show and sale was held in the Education Building; Junior League held a garage sale in Empire Commons.

30-1 - An antique car show was staged in the Infield; the Minnesota Craft Council presented an art fair in the Fine Arts Gallery.

### October

3 - Hammer met with Coca-Cola representatives to review '95 sponsorship and discuss options for '96.

3-8 - Midstates horse show was presented in the Coliseum.

5 - Sinclair and Brier met with Jim Libby and Linda Lacher, Minn. Veterinary Medical Association regarding animal surgery presentations at the fair.

5-7 - An Evangelical garage sale was held in the Crossroads Chapel.

7-8 - Military Relics Show was held in Empire Commons; the Prime Antique Show was presented in Education, Annex, 4-H, Home Improvement, Progress Center, Agromart and on Blocks 11-21 of Machinery Hill.

8-15 - Kinney promoted a shoe sale in the Merchandise Mart.

9 - Heffron spoke to the Cumberland, Wisconsin Kiwanis Club.

10 - Scott and Flinn met with Knox Lumber Company to discuss Care and Assistance operations.

11 - Executive Committee approved the September 30, 1995 cash transaction summary as follows:

### GENERAL FUND ACTIVITY:

Cash Balance-Aug. 31, 1995		\$ 3,163,315
Add: Sep. Cash Deposits	\$ 7,467,690	
Less: Payroll Ending Sep. 06	(225,910)	
Payroll Ending Sep. 20	(117,431)	
Fair Period Payroll	(1,180,930)	
Sep. Cash Disbursements	(8,380,609)	(2,437,190)
Cash Balance-Sep. 30, 1995		\$ 726,125

### MARKETABLE SECURITIES ACTIVITY:

Balance-Aug. 31, 1995		\$ 620,709
Add: Interest Earned	\$ 3,196	
Securities Purchased	3,000,000	
Less: Service Charges	(140)	3,003,056
Securities Sold		
Balance-Sep. 30, 1995		\$ 3,623,765

### BUILDING FUND ACTIVITY:

Balance-Aug. 31, 1995		\$ 361,328
Add: Interest Earned	\$ 1,756	
Less: Service Charges	(77)	1,679
Balance-Sep. 30, 1995		\$ 363,007

### CASH BALANCES FOR MONTH ENDING SEPTEMBER 30:

	1994	1995
General Fund	\$ 81,792	\$ 726,125
Petty Cash	7,100	4,113
Marketable Securities	2,844,088	3,623,765
Building Fund	1,446,822	363,007
Total Cash Balances	\$ 4,379,802	\$ 4,717,010

11-15 - Sinclair, Hammer and Birk held a post-fair midway/kidway review meeting with midway management staff (Atkins, Wells and Sandefur) and visited with several independent ride/game operators at the State Fair of Texas, Dallas.

12-16 - Cuneo used car sale was held on the Carnival Lot.

13-15 - The Devine Woodworking Show was promoted in the Education Building.

15 - A Roadsters swap meet was staged on Blocks 6-9.

16-17 - Senior executive staff held a two-day planning workshop in the Administration Building, lower conference room.

18-29 - Wilson Leather Company held a coat sale in Empire Commons.



19 - Fischler, Wenzel, Sinclair and Heffron met with Mr. Bob Thompson to discuss problems related to the Minnesota Board of Electricity.

20-22 - A computer sale was held in Progress Center.

20-24 - Heffron attended the Arizona State Fair (Phoenix) and a committee meeting of the National Independent Concessionaires Association in Nashville, Tennessee.

23 - Pooch and Fischler met with Bill Robbins and Glenn Eaton of the Minn. Horse Council regarding their possible sponsorship of a combination (bathroom, shower, veterinarian) complex in the Horse Barn area.

25 - Goffion and Huber attended a workshop "Violence in the Workplace" sponsored by the North Suburban Area Chamber of Commerce.

#### November

1 - St. Paul Police held a training session on the fairgrounds.

#### SALES COMMITTEE MEETING MINNESOTA STATE AGRICULTURAL SOCIETY

Administration Building

Wednesday, November 8, 1995 - 9:00 a.m.

Members present: Simons, chairman; Keenan; Schmidt; Lake; Steltz; Prokosch; Recknor; Annexstad; Morris, ex officio; Heffron, ex officio; Wenzel, ex officio; Jacobson, ex officio.

Also present: Harbison, Rustad, Brier and Hammer.

Absent: Lund and Sinclair.

Chairman Simons called the meeting to order at 9:05 a.m.

Mr. Carl Anderson, Anderson's Salt Water Taffy, Inc., appeared before the committee on the basis of his earlier request for a review of the handling of his commercial space registration by staff. Mr. Anderson discussed the longevity of his involvement in the Minnesota State Fair, having operated a taffy concession on the same site for 29 years, as well as his assumptions that, despite changes precipitated by construction of the fair's new Carousel Park, he would be invited to continue his participation. He continued by discussing the popularity of his product and his inability to understand why he was not granted a license for the 1995 fair.

Mr. Keenan inquired as to the number of taffy concessions licensed by the fair. Mr. Anderson responded that (he thought) one other taffy concessionaire had traditionally been licensed and further that (he thought) the fair could support more than a single such concession. Keenan went on to ask whether Mr. Anderson was alleging impropriety by staff as was suggested in his letter to the committee. Mr. Anderson could not confirm that any impropriety had taken place, but wondered what selection process was used whereby others with lesser longevity, minority status and/or, a lesser quality concession were invited to continue their participation in the fair, while he was not.

Mr. Heffron asked Mr. Anderson the size of his concession; he replied that the unit was 16' to 22' across its front. Mr. Heffron went on to inquire as to how many similar "line-up" concessions were placed in the fair's new Carousel Park. Mr. Anderson acknowledged that he did not know. Heffron indicated that there were none, as such units did not fit into the fair's plan for the new park; further that Mr. Anderson's concession, being oversized and with a "line-up" configuration, had limited options for placement.

Ms. Rustad clarified that there was more than one taffy concessionaire at the 1995 fair; that, in fact, such product was offered from three sites about the fairgrounds. She inquired whom Mr. Anderson was speaking about in his reference to a minority concessionaire with a tent concession in Carousel Park. Mr. Anderson indicated that there were both a taco stand and caramel apple concession of this type in the area, to which Ms. Rustad responded that one's personal or minority group status was not a consideration in the commercial space licensing process.

Furthermore, she went on to indicate that both of the concessionaires Mr. Anderson referred to were required to make significant improvements in their concession operations in order to be accommodated in Carousel Park.

Mr. Recknor expressed concern regarding the disenfranchisement of those with considerable longevity at the fair. Mr. Annexstad supported this view.

Mr. Heffron indicated that concessionaire longevity was not, nor had it ever been, one of the criteria considered in the licensing of commercial space. He further advised the committee that if concessionaire longevity was to be considered in the future, the board would need to change its policy with respect to how concessions are handled. The policy presently in place is one established by the board many years ago such that staff might continue to seek out and place high quality concessions, as well as make changes as appropriate without consideration for how long someone had participated in the exposition.

Mr. Keenan inquired of Ms. Rustad as to whether Anderson's Salt Water Taffy had an active registration on file for future consideration and whether a different concession configuration would make it easier to place their operation. Ms. Rustad said that Mr. Anderson has a registration on file and that, at this date in the process of planning for 1996, it would be difficult to determine what concession configurations might be accommodated in 1996. Keenan indicated that given the status of the registration and planning processes for 1996, and Mr. Anderson's active registration with respect to same, nothing could be done at this time and made a motion that no action be taken by the committee; also encouraging Mr. Anderson to communicate with staff regarding any operational enhancements he might undertake for future consideration. The motion was seconded by Mr. Lake and carried (Aye-7; Nay-0).

The 1995 Sales Division report was presented to the committee and explained by Ms. Rustad. The report was accepted on a motion by Mr. Keenan, seconded by Mr. Annexstad and carried (Aye-7; Nay-0).

Mr. Heffron reviewed 1994-1995 comparative reports of food and beverage revenue and per capita spending, non-food concession and midway revenue. No action was required.

#### 1995 MINNESOTA STATE FAIR SALES DIVISION CONCESSION/EXHIBIT REVENUE SUMMARY

	1994	1995	Comparison
<b>Concessions</b>			
Indoor and Outdoor Space	\$553,024.28	\$583,172.26 +	\$30,147.98
<b>Percentage/Participation Attractions</b>			
Antique Auto Show	\$1,495.96	\$2,495.36	+
Carousel	-0-	9,854.65	+
Ejection Seat	36,265.03	41,134.20	+
Giant Slide	46,494.02	68,650.70	+
Haunted House	75,645.51	86,728.61	+
Iwerks	14,730.52	14,692.95	-
Lazor Tag	-0-	6,117.54	+
Maze	1,008.46	2,080.93	+
Old Mill	18,523.35	20,152.47	+
Petting Zoo/Animal Rides	5,920.76	11,119.72	+
River Raft Ride	1,339.92	1,543.91	+
Skyride	51,377.84	67,667.75	+

Space Tower	20,185.70	273,450.07	24,657.15	356,895.94 +	4,471.45
				+	83,445.87
<b>Midway - Kidway</b>					
Rides and Shows	698,300.99		1,142,544.21	+	444,243.22
Games	122,570.00		122,570.00	+	217,829.23
Food and Beverage	27,720.00		59,334.94	+	31,614.94
Arcade	4,665.72	853,256.71	9,260.44	1,551,538.82 +	4,594.72
				+	698,282.11

<b>Grandstand Concessions</b>					
Food	39,920.83		47,919.39	+	7,998.56
3.2 Beer	33,055.31		37,782.36	+	4,727.05
Attraction Merchandise Sales	51,364.00	124,340.14	51,171.00	136,872.75 -	193.00
				+	12,532.61

<b>Non-Food and Beverage</b>	210,718.25	210,718.25	229,541.52	229,541.52 +	18,823.27
<b>Concession Percentage</b>					

<b>Food and Beverage</b>	1,010,659.61	1,010,659.61	1,123,379.74	1,123,379.74 +	112,720.13
<b>Concession Percentage</b>					

<b>3.2 Beer and Food</b>					
Brede Enterprises Inc.	69,623.48		79,062.45	+	9,438.97
Cleworth's Food and Beverage	39,113.79		46,065.75	+	6,951.96
Crocker's Spaghetti Village	7,646.01		10,031.46	+	2,385.45
John A. Giere	36,753.26		44,386.25	+	7,632.99
H.M.H. of St. Paul, Inc.	26,126.65		31,546.07	+	5,419.42
Kirschner's Beer Stube	10,598.57		12,606.89	+	2,008.32
Midway Men's Club	7,900.97		8,710.12	+	809.15
Ward Food Services	7,848.98		12,031.00	+	4,182.02
Werner's Frontier	27,124.48	232,736.19	30,915.68	275,355.67 +	3,791.20
				+	42,619.48

<b>Sundry</b>					
Canceled but Active Licenses	639.50		5,242.50	+	4,603.00
Concession/Exhibit Lists	480.00		555.50	+	75.50
Entertainment Merchandise Sales	6,389.75		6,616.88	+	227.13
Merchandise/Commissary Permits	32,450.00		32,800.00	+	350.00
Miscellaneous	5,328.60		5,653.66	+	325.06
Novelties (Desplenter)	42,852.00		50,056.00	+	7,204.00
Programs (Official) - Auto Race	928.00	89,067.85	1,080.00	102,004.54 +	152.00
				+	12,936.69

		\$3,347,253.10		\$4,358,761.24 + \$1,011,508.14
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<b>Exhibits</b>					
Indoor and Outdoor Space		237,286.00		226,617.30 -	10,668.70

<b>Institutional</b>					
Indoor and Outdoor Space		32,321.00		32,656.00 +	335.00

<b>Grand Totals</b>		\$3,616,860.10		\$4,618,034.54 + \$1,001,174.44
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#### FOOD/BEVERAGE PERCENTAGE REPORT

Sales Date	Food\$	Beverage\$	Tax	Net of Gross Percentage	Net of Gross Percentage	LAST YEAR
8-21	629.00		38.39	590.61	59.06	
8-22	1,598.40	73.90	102.07	1,570.23	157.02	
8-23	18,161.06	2,416.85	1,255.92	19,321.99	1,932.21	21,377.02
8-24	441,987.50	106,378.12	31,871.39	516,494.23	51,649.50	435,685.22
8-25	702,639.66	207,367.83	53,432.75	856,574.74	85,657.64	815,871.63
8-26	918,128.89	199,039.26	65,176.05	1,051,992.10	105,199.29	925,045.75
8-27	990,007.74	232,552.12	71,500.03	1,151,059.83	115,106.11	1,264,986.29
8-28	585,937.70	137,546.66	42,317.92	681,166.44	68,116.80	861,011.98
8-29	521,843.19	123,250.04	37,720.76	607,372.47	60,737.45	536,021.27
8-30	564,184.55	163,902.63	42,771.19	685,315.99	68,531.80	689,841.69
8-31	936,973.48	226,455.12	67,943.83	1,095,484.77	109,548.56	711,202.58
9-01	961,794.43	255,064.64	71,050.77	1,145,808.30	114,580.81	703,767.04
9-02	1,195,710.72	355,288.25	91,204.30	1,459,794.67	145,979.54	1,149,901.81
9-03	942,845.73	279,222.40	71,786.22	1,150,281.91	115,028.40	671,837.00
9-04	666,705.14	194,590.51	50,715.19	810,580.46	81,058.18	898,137.43
9-05	316.00	82.00	24.29	373.71	37.37	428.64
	9,449,463.19	2,483,230.33	698,911.07	11,233,782.45	1,123,379.74	9,685,115.35
3.2 Beer		1,711,659.68	104,467.49	1,607,192.19	256,748.93	1,345,195.57
<b>Grand Totals</b>	9,449,463.19	4,194,890.01	803,378.56	12,840,974.64	1,380,128.67	11,030,310.92

						1,183,408.42
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#### NON-FOOD/BEVERAGE PERCENTAGE REPORT

Sales Date	Sales Gross	Tax	Net of Gross Percentage	Net of Gross Percentage	LAST YEAR
8-22	286.38	17.48	268.90	26.89	
8-23	1,122.11	68.90	1,053.21	105.32	
8-24	81,220.94	3,006.05	78,214.89	12,156.70	69,299.47
8-25	119,030.38	4,341.94	114,688.44	17,525.19	105,950.43
8-26	155,110.72	5,337.41	149,773.31	23,134.52	115,685.27
8-27	142,995.18	5,539.61	137,455.57	21,595.26	152,140.87
8-28	91,328.16	3,698.16	87,630.00	13,716.80	106,359.91
8-29	98,424.20	3,715.10	94,709.10	14,681.89	90,574.90
8-30	99,894.52	3,728.32	96,166.20	14,705.58	98,470.21
8-31	131,760.09	5,020.88	126,739.21	19,629.96	92,863.08
9-01	151,638.72	5,575.32	145,881.40	22,590.55	120,943.69
9-02	197,326.60	7,177.55	190,149.05	29,006.08	159,460.83
9-03	150,300.01	6,139.39	144,160.62	22,746.45	110,113.50
9-04	119,527.40	4,769.28	114,758.12	17,920.33	115,033.80
<b>Totals</b>	1,539,965.41	58,317.39	1,481,648.02	229,541.52	1,336,895.96





# MINNESOTA STATE FAIR CARNIVAL REVENUE/AMUSEMENTS AND RIDES 1983 - 1994

Year	Rank	Total Gross	Advance	Fair's Percentage	Attendance	Per Cap
1983	12	\$1,143,510		\$370,031	1,347,884	\$ .85
1984	11	1,380,367		450,034	1,446,450	.95
1985	10	1,462,861		481,796	1,496,014	.98
1986	9	1,680,873	\$11,058	609,434	1,565,349	1.07
1987	7	1,772,088	18,036	666,824	1,612,178	1.10
1988	6	1,808,701	23,730	677,844	1,621,279	1.12
1989	8	1,700,811	37,344	635,178	1,551,361	1.10
1990	5	1,886,981	51,896	718,026	1,528,688	1.23
1991	2	1,938,969	78,578	738,238	1,488,810	1.30
1992	4	1,902,736	84,672	708,296	1,550,603	1.23
1993	1	2,031,646	105,408	764,530	1,601,325	1.27
1994	3	1,904,490	145,936	698,645	1,561,903	1.22
<b>Mighty Midway Revenue/Rides and Games</b>						
1995	1	\$4,424,766	\$206,496	\$1,399,856	1,673,312	\$2.65

# MINNESOTA STATE FAIR MIGHTY MIDWAY FINANCIAL SUMMARY 1994 - 1995

Attraction	1994 Gross Revenue	1995 Gross Revenue	Difference	1994 MSF Revenue	1995 MSF Revenue	Difference
Rides & Shows 1994=74 1995=67	\$1,891,749	\$2,526,807	\$635,058	\$697,065	\$1,079,075	\$382,010
Skill Games 1994=68 1995=60	292,285	1,897,959	1,605,674	114,870	320,781	205,911
Arcade 1994=1 1995=1	12,741	42,908	30,167	4,665	8,023	3,358
Merchandise Concessions 1994=5 1995=2	20,350	34,832	14,482	7,700	7,974	274
Food/Beverage Concessions 1994=16 1995=13	73,260	492,414	419,154	27,720	46,565	18,845
<b>Totals</b>	<b>\$2,290,385</b>	<b>\$4,994,922</b>	<b>\$2,704,536</b>	<b>\$852,020</b>	<b>\$1,462,420**</b>	<b>\$610,399</b>

\*\*Plus, sales tax revenue to building fund = \$270,056

A request seeking authority to apply assessments against concession and exhibit lessees for maintenance and improvement of the fairgrounds utility system was approved on a motion by Mr. Steltz, seconded by Mr. Keenan and carried (Aye-7; Nay-0).

There being no further business or public comment to consider, the meeting was adjourned at 10:05 a.m. on a motion by Mr. Recknor, seconded by Mr. Lake and carried (Aye-7; Nay-0).

# MEETING OF THE GOVERNING BOARD MINNESOTA STATE AGRICULTURAL SOCIETY

Administration Building, State Fairgrounds  
Wednesday, November 8, 1995 - 10 a.m.

Members present: Howard Morris, president; Don Simons; Vern Prokosch; Howard Recknor; Martin Annexstad; Lyle Steltz; Bob Lake; Clarice Schmidt; Rich Keenan; Mike Heffron, secretary. Absent: Bert Lund.

Also present: Rochelle Rustad; Kent Harbison; Ken Wenzel; Patricia Brier; Jerry Hammer; Karen Leach; Marshall Jacobson; Jerry Goiffon.

Mr. Morris called the meeting to order at 10:17 a.m.

A motion was made by Mr. Recknor, seconded by Mr. Steltz and carried that the board and committee minutes recorded during the 1995 fair be approved as submitted to the members by mail (Aye-8; Nay-0).

Minutes in vacation, covering the period August 24 through November 1, 1995, and the administrative action noted therein, were approved on a motion by Ms. Schmidt, seconded by Mr. Annexstad and carried (Aye-8; Nay-0).

Secretary presented the October 31, 1995 financial statement as follows:

# GENERAL FUND ACTIVITY:

Cash Balance-Sept. 30, 1995		\$ 726,125
Add: Oct. Cash Deposits	\$ 992,635	
Less: Payroll Ending Oct. 4	(126,383)	
Payroll Ending Oct. 13	(91,357)	
Payroll Ending Oct. 27	(114,444)	
Oct. Cash Disbursements	(1,146,001)	(485,550)
Cash Balance-Oct. 31, 1995		\$ 240,575

# MARKETABLE SECURITIES ACTIVITY:

Balance-Sept. 30, 1995		\$ 3,623,765
Add: Interest Earned	\$ 17,010	
Securities Purchased		
Less: Service Charges	(744)	
Securities Cashed	(1,895,000)	(1,878,734)
Balance-Oct. 31, 1995		\$ 1,745,031

# BUILDING FUND ACTIVITY:

Balance-Sept. 30, 1995		\$ 363,007
Add: Interest Earned	\$ 1,704	
Securities Purchased	1,620,000	
Less: Service Charges	(75)	1,621,629
Balance-Oct. 31, 1995		\$ 1,984,636

# CASH BALANCES FOR MONTH ENDING OCTOBER 31:

	1994	1995
General Fund	\$ 117,522	\$ 240,575
Petty Cash	3,000	3,000
Marketable Securities	1,283,320	1,745,031
Building Fund	1,946,877	1,984,636
<b>Total Cash Balances</b>	<b>\$ 3,350,719</b>	<b>\$ 3,973,242</b>

After review of the statement, it was moved by Mr. Simons, seconded by Mr. Keenan and carried that the financial resume be approved (Aye-8; Nay-0).

Secretary reviewed a preliminary, year-ending income and expense statement; he also circulated a cash flow chart for 1995. Information only; no action required.

Approval of action taken by the sales committee earlier in the morning (Nov. 8) was moved by Mr. Simons, seconded by Mr. Keenan and carried (Aye-8; Nay-0).

It was moved by Mr. Steltz, seconded by Mr. Prokosch and carried that the three staff persons currently occupying state fair custodial residences (Fischler, Wimmer and Heffron) be allowed the gratis storage of personal vehicles and other household materials on the fairgrounds (Aye-8; Nay-0).

Mr. Jacobson presented a report of activity in the society's building fund for 1995. The report, which summarizes authorized expenditures, sales tax and matching deposits, was accepted on a motion by Mr. Simons, seconded by Mr. Annexstad and carried (Aye-8; Nay-0). Resume below:

# 1995 MINNESOTA STATE FAIR BUILDING FUND REPORT

Date	Matching Funds, Earned Interest	Board Approved Fund Releases	Fund Balance
1988	\$ 199,526	\$ -0-	\$ 199,526
1989	722,731	(733,000)	189,257
1990	765,787	(438,000)	517,044
1991	919,008	(350,000)	1,086,052
1992	872,931	(450,000)	1,508,983
1993	1,033,346	(650,000)	1,892,327
1994	1,043,209	(1,570,000)	1,365,538
1995	1,665,636	(1,625,000)	1,406,174
	\$ 7,222,174	\$ (5,816,000)	

Actual Building Fund Balance 10-31-95	\$ 1,984,636
Differential (+)	\$ 578,462

It was moved by Mr. Prokosch, seconded by Mr. Lake and carried that secretary be authorized to enter into contracts with acts and attractions for the 1996 fair (Aye-8; Nay-0).

Secretary discussed with the board a staff recommendation that gate fees remain unchanged for 1996. No action required.

It was moved by Mr. Steltz, seconded by Mr. Annexstad and carried that the following advertising policy be implemented in 1996: "The State Fair's basic advertising outlets shall be all daily and weekly newspapers in Minnesota as well as broadcast outlets selected from the state's radio and television station's, plus selected newspapers and radio and television station's in surrounding states." Included in the motion was approval of the 1996 advertising agency contract with M.R. Bolin firm (Aye-8; Nay-0).

The following legal opinion, generated at the request of the board (8-25-95) was accepted on a motion by Mr. Lake, seconded by Ms. Schmidt and carried (Aye-8; Nay-0):

"You and the Board of Managers have asked me to review the legality of the Rural Youth Scholarship Program that apparently was first implemented in 1994. Specifically, does the Minnesota State Agricultural Society, acting through its Board of Managers and the Minnesota State Fair, have the legal authority to award these scholarships?"

"Based on my understanding of the scholarship program and my review of the appropriate legal authorities, the answer to that question is in the affirmative. The following information summarizes the basis for this opinion.

# Description of the Scholarship Program

"The scholarship program has a number of features that are particularly relevant to this issue. At the present time the Board of Managers has authorized up to \$20,000 for scholarships each year, although the specific amount of the scholarships is probably not critical to the basic questions of the society's legal authority. The money funding these scholarships is derived exclusively from the society, specifically its premium and award funds.

"As I understand the background, the Scholarship Program was initiated either as a substitute for or in recognition of the State Fair Farm Boys Camp (a/k/a Youth Camp) that had existed for more than 80 years on the fairgrounds.

"The scholarships are awarded only to graduates of Minnesota high schools to help fund post-secondary education. In addition, the applicants must be residents of rural areas in Minnesota and have had some involvement at the Minnesota State Fair (e.g., participation in State Fair programs, recipients of State Fair awards and honors, etc.). The scholarships are awarded only to a limited number of qualified high school graduates selected by a three-person committee, whose membership is comprised of individuals with connections to the Minnesota State Fair and organizations with rural orientations. Finally, the scholarship funds are paid only upon proof of paid tuition to a post-secondary school.

"Overall, it appears that the primary purpose of the scholarship program is to recognize and honor the historic connection between the State Fair and the Youth Camp and generally to promote the image, goals and purposes of the society. To a significant extent, the scholarship awards appear to be quite comparable to awards given to other persons who excel in livestock breeding, culinary arts, crafts and other similar endeavors and competitions.

"Again, it is my understanding that the State Fair is the exclusive sponsor of the scholarship program and that a representative of the State Fair reviews the scholarship applications to ensure that they satisfy the scholarship requirements and are consistent with the program's objectives.

# Legal Authorities

"Under Section 37.01 of the Minnesota Statutes, the State Agricultural Society has been entrusted to control and manage the State Fairgrounds for a number of purposes. One is to provide exhibitions and competitions pertaining to "the arts, human skills, and sciences." In addition, the property may be used by the society for "other uses and purposes deemed appropriate by the society." Although the powers granted by this particular statute literally apply to the management and use of the underlying real estate, it is fair to imply similar uses and purposes with respect to all of the assets owned and managed by the society.

"Similarly, the society is entrusted by the State to manage and use all State Fair money for a number of purposes, including "the payment of expenses, premiums and purses...and for the use and benefit of the society" Minn. Stat. § 37.13. Finally, under § 37.16 of the Minnesota Statutes, the society is empowered to make bylaws, ordinances and rules "which it considers necessary or proper...for the protection, health, safety, and comfort of the public on the fairgrounds."

"The common sense effect of §§ 37.13 and 37.16, when combined with the powers under § 37.01, supports the



implementation of the rural scholarship program. The scholarships logically come within the scope of several of the purposes and objectives of the State Fair. They are directly related to and supportive of agricultural endeavors, and arts, sciences and educational programs that have historically been integral parts of the Minnesota State Fair. The scholarships not only are tied directly to these objectives but also indirectly promote the image and prestige of the State Fair. With respect to the latter factor, the funding of the scholarship program is perhaps comparable to the use of society funds for advertising and other promotional expenses that are certainly well within the authority of the society. The scholarships tend to enhance the image of the State Fair among rural residents and maintain the historic ties with rural Minnesota. They also encourage the education and development of youth in fields that are specifically part of the society's statutory objectives.

"My overall assessment of the various statutes governing the State Fair also leads me to conclude that the society and its Board of Managers are empowered to use great discretion in the management and use of society funds so long as there is a reasonable relationship to the fundamental and historic purposes of the society. In my judgment, the scholarship program comes well within this authority and discretion."

Signed...Kent G. Harbison

A review of fair-week payrolls was undertaken, after which it was moved by Mr. Prokosch, seconded by Mr. Steltz and carried that the submitted payroll summary, totaling \$1,366,680, be approved (Aye-8; Nay-0).

A review of the difficulties experienced by the fair in recruiting seasonal employees during 1995 led to a staff recommendation that the wage floor applied to entry-level seasonal employees be raised from \$4.25 to \$5.00 per hour. Approval of a (potential) 17.7 percent increase in total payroll costs for 1996 was moved by Mr. Simons, seconded by Mr. Steltz and carried (Aye-8; Nay-0).

It was moved by Mr. Recknor, seconded by Mr. Annexstad and carried that the following Grandstand and Coliseum tickets be transferred to non-pay status (Aye-8; Nay-0):

#### GRANDSTAND

8-24	Alabama, Chely Wright	7:30 p.m.	74 @ \$ 19.00	Contract Provision
8-25	Alan Jackson, Faith Hill	7:30 p.m.	238 @ \$ 19.0	Contract Provision (Sponsorship)
8-26	Amy Grant, Alison Kraus	7:30 p.m.	117 @ \$ 19.00	Contract Provision (Sponsorship)
8-27	Brooks & Dunn, Pam Tillis	7:30 p.m.	200 @ \$ 19.00	Contract Provision (Sponsorship)
8-28	Chicago, Little River Band	7:30 p.m.	100 @ \$ 17.00	Contract Provision
8-29	Lorrie Morgan, David Ball	7:30 p.m.	42 @ \$ 17.00	Contract Provision
8-30	Mary Chapin Carpenter, Kathy Mattea, Suzy Bogguss	7:30 p.m.	154 @ \$ 17.00	Contract Provision
8-31	Tony Bennett	7:30 p.m.	10 @ \$ 17.00 745 @ \$ 17.00	Contract Provision Seniors & Editors
9-01	The Mavericks, The Tractors	7:30 p.m.	75 @ \$ 17.00	Contract Provision
9-02	John Michael Montgomery, Hal Ketchum, Ken Mellons	7:30 p.m.	143 @ \$ 19.00	Contract Provision
9-03	Blues Festival '95	5:30 p.m.	100 @ \$ 17.00	Contract Provision
9-04	Miller Genuine Draft 300	2:00 p.m.	239 @ \$ 13.00	Contract Provision (Sponsorship)

#### COLISEUM

8-24	English Horse Show	12:30 p.m.	19 @ \$ 6.50	Judges, Trophy Donors, Departmental
8-24	English Horse Show	6:30 p.m.	19 @ \$ 6.50	Judges, Trophy Donors, Departmental
8-25	English Horse Show	1:00 p.m.	19 @ \$ 6.50	Judges, Trophy Donors, Departmental
8-25	English Horse Show	6:30 p.m.	19 @ \$ 6.50	Judges, Trophy Donors, Departmental
8-26	English Horse Show	6:30 p.m.	19 @ \$ 6.50	Judges, Trophy Donors, Departmental
8-27	English Horse Show	12:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
8-27	English Horse Show	6:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
8-28	English Horse Show	12:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
8-28	English Horse Show	6:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
8-29	English Horse Show	6:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
8-30	Rodeo	7:00 p.m.	14 @ \$ 6.50	Announcer
8-31	Rodeo	1:00 p.m.	14 @ \$ 6.50	Announcer
8-31	Rodeo	7:00 p.m.	14 @ \$ 6.50	Announcer
9-01	Rodeo	7:00 p.m.	14 @ \$ 6.50	Announcer
9-01	Western Stock Show	12:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
9-02	Western Horse Show	6:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
9-03	Western Horse Show	12:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
9-03	Western Horse Show	6:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
9-04	Western Horse Show	12:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental
9-04	Western Horse Show	6:30 p.m.	14 @ \$ 6.50	Trophy Donors, Departmental

Under the same motion, outside gate and carnival tickets having a total face value of \$193,911, used by various departments for promotion, entertainment, contract requirements and for institutional purposes during the 1995 fair, were reclassified as non-pay. Following is a breakdown:

#### DEPARTMENTAL:

Cattle	199	3.00	597.00
Competitive Exhibits	185	3.00	555.00
Creative Activities	213	3.00	639.00
Education	300	3.00	900.00
Finance	16	3.00	48.00
Fine Arts	21	3.00	63.00
4-H	13,082	3.00	39,246.00
Free Entertainment	8,327	3.00	24,981.00
Fruits	168	3.00	504.00
FFA	327	3.00	981.00
Grandstand-Concert	1,500	3.00	4,500.00
Grandstand-Race	490	3.00	1,470.00
Guest/Staff Services	224	3.00	672.00
Horse	783	3.00	2,349.00
Meats	20	3.00	60.00
Media & Public Relations	7,824	3.00	23,472.00
	480	8.00	3,840.00
Park & Ride	10	3.00	30.00
Public Safety	2,309	3.00	6,927.00
Sales	254	3.00	762.00
	37	8.00	296.00
Senior Citizen	402	3.00	1,206.00
	130	1.00	130.00
Sheep	10	3.00	30.00

#### INSTITUTIONAL-ORGANIZATIONS:

Adults	11,551	3.00	34,653.00
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#### INSTITUTIONAL-PROMOTION:

Multiple Sclerosis	15,000	3.00	45,000.00
Total	63,862		\$ 193,911.00
Gate	63,215	3.00	\$ 189,645.00
	130	1.00	130.00
Rides	517	8.00	4,136.00
Total	63,862		\$ 193,911.00

Discussion was undertaken regarding various aspects of the upcoming annual meeting, January 12-14, 1996. Several problem areas were covered including the late distribution of hotel registration forms, incomplete and faulty program material, program conflicts, plus a variety of other matters which have reoccurred from year to year without improvement. It was noted that these problems endanger the success of the combined convention especially in light of the fact that a new hotel will be hosting the event in 1997.

It was moved by Mr. Simons, seconded by Mr. Recknor and carried that President Morris write to Federation President Rozeboom outlining the specific problems being encountered and expressing, on behalf of the society board, concern for the continuing viability of the convention (Aye-8; Nay-0). As a part of the motion, it was agreed that copies of Mr. Morris' letter would be circulated to members of the Federation board and to officers of the Midwest Showmen's Association.

Secretary submitted and explained to the board a letter he recently sent to Special Assistant Attorney General Scott Strand, in which certain allegations were recounted as being made by a local carnival owner (Skip Reinke) to State Rep. Tom Osthoff, and passed from Rep. Osthoff to the secretary. Mr. Strand recommended that the matter be disclosed to the board. The matter was discussed; no action was taken.

Upon a motion by Mr. Simons, seconded by Mr. Recknor and carried, authority was granted for members of the board to travel outside the state at society expense in order to attend other state association meetings (Aye-8; Nay-0).

Meeting adjourned at 11:52 a.m. on a motion by Mr. Keenan, seconded by Mr. Annexstad and carried (Aye-8; Nay-0).

#### MINUTES IN VACATION

##### November

9 - Hammer met with representatives of Miller Brewing Company and, later that day, with representatives of Gedeney Company to discuss sponsorship and promotions. Executive Committee approved the October 31, 1995 cash transaction summary as follows:

#### GENERAL FUND ACTIVITY:

Cash Balance-Sep. 30, 1995			\$ 726,125
Add: Oct. Cash Deposits	\$ 992,635		
Less: Payroll Ending Oct. 04	(126,383)		
Payroll Ending Oct. 13	(91,357)		
Payroll Ending Oct. 27	(114,444)		
Oct. Cash Disbursements	(1,135,625)		(475,174)
Cash Balance-Oct. 31, 1995			\$ 250,951

#### MARKETABLE SECURITIES ACTIVITY:

Balance-Sep. 30, 1995			\$ 3,623,765
Add: Interest Earned	\$ 17,010		
Securities Purchased			
Less: Service Charges	(744)		
Securities Cashed	(1,895,000)		(1,878,734)
Balance-Oct. 31, 1995			\$ 1,745,031

#### BUILDING FUND ACTIVITY:

Balance-Sep. 30, 1995			\$ 363,007
Add: Interest Earned	\$ 1,704		
Securities Purchased	1,620,000		
Less: Service Charges	(75)		1,621,629
Balance-Oct. 31, 1995			\$ 1,984,636

#### CASH BALANCES FOR MONTH ENDING OCTOBER 31:

	1994	1995
General Fund	\$ 117,522	\$ 250,951
Petty Cash	3,000	3,000
Marketable Securities	1,283,320	1,745,031
Building Fund	1,946,877	1,984,636
Total Cash Balances	\$ 3,350,719	\$ 3,983,618



- 11 - Giannini addressed the Southeast Fair Federation's district meeting, outlining programs for county fairs available through the State Fair.
- 13 - Fischler, Wenzel, Sinclair and Heffron met with Kent Harbison to discuss legal issues related to the State Board of Electricity and the MnDOT Central Shop Building.
- 14 - A filming session was undertaken at the Penny Arcade on Dan Patch Avenue. Sinclair and Rustad met with Mr. Knowland Loo to review Oriental Pavilion programming and exhibits at the 1995 fair.
- 15 - Sinclair, Wenzel and Leach met with Mike Hildebrand (Hildebrand Concessions) to discuss Grandstand concession operations.
- 16 - Leach and Tahti met with representatives of Southern Thunder Sound to discuss terms of services for 1996. Pooch attended the Agri-Growth annual meeting in Minneapolis.
- 17 - Heffron met with George Jones, former manager of Eastern States Exposition, who now acts as a consultant for the Disney Company.
- 20 - Tahti, Schlumberger and Heffron met with Neil Larson to discuss auto racing plans for next year.
- 21 - Wenzel and Joe Fischler met with Tim Johanson of Northern States Power regarding large user impact on fair. Pooch met with Carol Shields and Brad Rugg of 4-H to discuss a new superintendent contract and ramifications of upcoming University semester system.
- 22 - Pooch met with Phil Oswald of the College of Veterinary Medicine at the University of Minnesota to discuss a possible animal birthing display at the 1996 fair.
- 27-30 - Wenzel, Jacobson, Leach, Hammer, Sinclair, Goiffon, Pooch and Heffron, along with board members Recknor, Lake, Steltz, Morris, Schmidt, Prokosch and Simons attended the annual convention and trade show of the International Association of Fairs & Expositions in Las Vegas, Nevada.
- 28-30 - Minnesota Department of Employee Relations used the fairgrounds parking ramp for a park and ride project.
- December**
- 4 - Heffron met with representatives of the Minnesota Saddlebred Horse Association to discuss possible changes in programs.
- 5 - Tom Cronin, partner in the accounting firm of McGladrey & Pullen met with Heffron to discuss a computer study. Schlumberger and Hammer met with representatives of Anheuser-Busch to discuss sponsorships and promotions. Leach met with the president of the Ordway Music Theatre to discuss the possibility of live musical theater as a Grandstand attraction.
- 6 - Giannini, Sinclair and Hammer met with representatives of the Minnesota High Technology Council to discuss their '96 presentation and site. Julie Scott attended a conflict management seminar sponsored by Fred Prior Seminars.
- 7 - Heffron attended and spoke at a luncheon ceremony honoring retired WCCO radio personality Maynard Speece on his induction into the farm broadcasters hall of fame. Speece is also a member of the society's hall of fame.
- 8 - Leach took part in a task force at St. Catherine's College to establish new and alternative uses for O'Shaughnessy Auditorium.
- 9 - Scott attended a disability seminar sponsored by the Minnesota Council on Disability.
- 11-13 - Heffron attended a meeting with Walt Disney Imagineering staff in Glendale, California to discuss a proposed Disney fair presentation. Also participating were fair managers from the Wisconsin and Arizona State Fairs.
- 12 - Goiffon met with the St. Paul Radisson to complete plans for the society's Annual meeting.
- 13 - Sinclair, Wenzel and Leach held a follow-up meeting with Mike Hildebrand (Hildebrand Concessions) regarding Grandstand concession operations.
- 14 - St. Paul Police conducted a training session on Machinery Hill. Legislative Audit staff (Jeanine Leifeld, Charlie Gill, Mary Annala and Anna Lamin) attended an entrance conference with Jacobson and Heffron; field work began December 18. Goiffon and Wenzel met with Ms. Jolene Hawkins, Radisson South, to go over proposed contract for 1997, 1998 and 1999 annual meetings.
- 15 - A second meeting with Kent Harbison to review various legal matters was attended by Fischler, Birk, Wenzel, Sinclair and Heffron. Sinclair met with Mike Hildebrand (Hildebrand Concessions) to consider specific plans for 3.2 beer sales in the Grandstand at the 1996 fair.
- 17 - The executive committee approved the November 30, 1995 cash transaction summary as follows:

#### GENERAL FUND ACTIVITY:

Cash Balance-Oct. 31, 1995		\$ 250,951
Add: Nov. Cash Deposits	\$ 1,032,033	
Less: Payroll Ending Nov. 15	(93,579)	
Payroll Ending Nov. 29	(87,907)	
Nov. Cash Disbursements	(1,101,130)	(250,583)
Cash Balance-Nov. 30, 1995		\$ 368

#### MARKETABLE SECURITIES ACTIVITY:

Balance-Oct. 31, 1995		\$ 1,745,031
Add: Interest Earned	\$ 16,071	
Securities Purchased		
Less: Service Charges	(710)	
Securities Cashed	(710,000)	(694,639)
Balance-Nov. 30, 1995		\$ 1,050,392

#### BUILDING FUND ACTIVITY:

Balance-Oct. 31, 1995		\$ 1,984,636
Add: Interest Earned	\$ 3,010	
Securities Purchased		
Less: Service Charges	(133)	2,877
Balance-Nov. 30, 1995		\$ 1,987,513

#### CASH BALANCES FOR MONTH ENDING NOVEMBER 31:

	1994	1995
General Fund	\$ (78,399)	\$ 368
Petty Cash	2,500	2,500
Marketable Securities	932,638	1,050,392
Building Fund	1,952,864	1,987,513
Total Cash Balances	\$ 2,809,603	\$ 3,040,773

- 20 - Goiffon assisted with a holiday toy distribution sponsored by the Suburban Area Chamber of Commerce.

- 27 - Jacobson and Heffron met with Jerry Clifford and John Wedin of McGladrey & Pullen to receive a progress report on the computer study currently underway.

#### January

- 2 - Sinclair and Rustad met with Mr. Knowland Loo to discuss Oriental Pavilion programming, exhibits and site for the 1996 fair.

- 8 - Hammer, Sinclair and Giannini met with representatives of Commanders Task Force to discuss potential veterans organization exhibits at the 1996 fair.

- 12-14 - The society's annual meeting was held at the St. Paul Radisson Hotel in conjunction with the convention of the Minnesota Federation of County Fairs and the Midwest Showmen's Association.

#### ANNUAL MEETING MINNESOTA STATE AGRICULTURAL SOCIETY

St. Paul Radisson Hotel  
January 12-13-14, 1996

The 137th annual meeting of the Minnesota State Agricultural Society opened on Friday, January 12 at the St. Paul Radisson Hotel.

The resolutions committee met to conduct business at 10:00 a.m. on Saturday, January 13. Delegates named to the committee were Donna Luttcens, Houston; Rochelle Langsev, Faribault; Carman Fraack, Isanti; Al Pearson, Ramsey; Rich Keenan, Hennepin; Larry Bryant, Kanabec; Jeff Potter, Redwood; Mary Prestidge, Lake; Ron Oldeheiser, Itasca.

Appointees to the credentials committee, which met at 3:15 p.m. Saturday, were Art Mleanek, Waseca; Orlin Schneewind, Carver; Don Scheel, Washington; Joe Fox, Ramsey; Rich Keenan, Hennepin; Bob Kaeter, Benton; Bethal Fenske, Yellow Medicine; Beverly Paulson, Carlton; Gene Peterson, Clearwater.

At 5:00 p.m. Saturday, delegates from the first, third and sixth regional districts met in caucus to certify nominees for election to the society's board of managers on Sunday. Selected were: first district - Howard Recknor, Hartland; third district - Lyle Steltz, Rush City; sixth district - Robert Lake, Aitkin.

Members of the society met for breakfast at 8:00 a.m. Sunday, January 14 and at 8:30 a.m. convened in general session. President Morris introduced the head table and called upon Secretary Heffron for his annual report:

Today, ladies and gentlemen, you will be twice rewarded.

The more meaningful of these rewards will be the opportunity to hear from Tim Penny, a native son of Freeborn County, a distinguished veteran of both legislative and congressional warfare and an astute observer of the political scene.

A somewhat diminished benefit, but a benefit nevertheless, lies in the fact that you will hear the shortest secretary's report in society history...that is, with the possible exception of 1893 when Secretary William F. Cross swallowed a chicken bone and was unable to speak, thus providing mute testimony to the rewards of brevity. Secretary Cross was offered a new contract for 1894 at a salary of \$2,000—\$1,250 as secretary and \$750 as superintendent of grounds.

The following year when the society met, Secretary Cross made a detailed report to the convention on the fair of 1894, noting in his lengthy address a profit of \$84.82. Referencing neither the length of his presentation nor the fair's meager profit, the board dismissed Cross and appointed a new secretary.

If I were to speak about the 1995 fair using language common to the culture of a corporate stockholders meeting, I'd emphasize the positive and downplay the negative, and very candidly, ladies and gentlemen, it would be a real pleasure to talk at length about record attendance and record profit. Like Secretary Cross, however, I might be tempted to substitute rose-colored glasses for reality and dwell on past victories to the exclusion of the hard cold truth...

That truth being that the public has already forgotten how successful we were last year and you will forget about the same things as soon as I stop talking about them.

The key to a sustained public acceptance of our product is that board and staff put aside the past and concentrate on planning for success in 1996, and for the long-term viability of the exposition in a rapidly-changing, modern world.

The report you have in front of you, ladies and gentlemen, warns that "you're only as good as your next fair." I can assure you we take that admonition very seriously. Our focus and our best efforts are on the future. And I can only guess that had Secretary Cross done the same, he might have survived to enjoy another chicken dinner.

Our very special guest speaker this morning, former Congressman Tim Penny is regarded with affection and trust far beyond the small circle that encompasses Freeborn County. His former colleagues in the Minnesota Legislature, as well as his former compatriots and adversaries in the United States Congress acknowledge with respect his efforts on behalf of better budgets, better spending policies and more effective government. All Minnesotans, regardless of their political stripe, admire his decision to walk away from the unproductive, if not self-destructive culture that permeates within the Washington beltway.

Tim continues to be involved in public policy and public debate. He currently serves at the Humphrey Institute and the Center for International Food and Agriculture Policy. The Concord Coalition counts him among their leading advocates of moderate political policy. He has only recently been identified as one of seven well-known and well-respected national figures who believe that the majority of Americans identify with and support a centrist political philosophy and, as a result, they shamelessly promote both moderation and thoughtful compromise in the pursuit of responsible federal policy. We can expect to hear a good deal more from this group in the future.

Penny is a senior counselor with the public relations firm of Himle-Horner. He, his wife Barb and their four children, presently make their home in Waseca.

Please join me in welcoming Tim Penny.

Special guest speaker Tim Penny offered remarks to the delegates.

The following credentials report was presented by Chairperson Orlin Schneewind, Carver County and adopted by the membership:

All credentials have been found to be in order with the following exceptions: Minnesota Federation of County Fairs and Minnesota Farm Bureau Federation did not file with the secretary of state by the statutory deadline of December 20, 1995.

Resolutions committee report was offered for the record by Chairperson Al Pearson, Ramsey County. The following resolutions were adopted by the membership:

- Resolved, that the society extend its sincere thanks to the 1,673,312 people who visited the 1995 Minnesota State Fair, making it the best-attended exposition in its 140-year history. We further resolve to acknowledge that the most important part of the fair is its audience, and we pledge our best effort to present an exposition of the highest quality that is truly worthy of our patrons.
- Resolved, that the society acknowledge its debt to the many individuals who contributed time and effort to



make the 1995 State Fair a record-breaking success, and that the society extend to these people its sincere gratitude and appreciation.

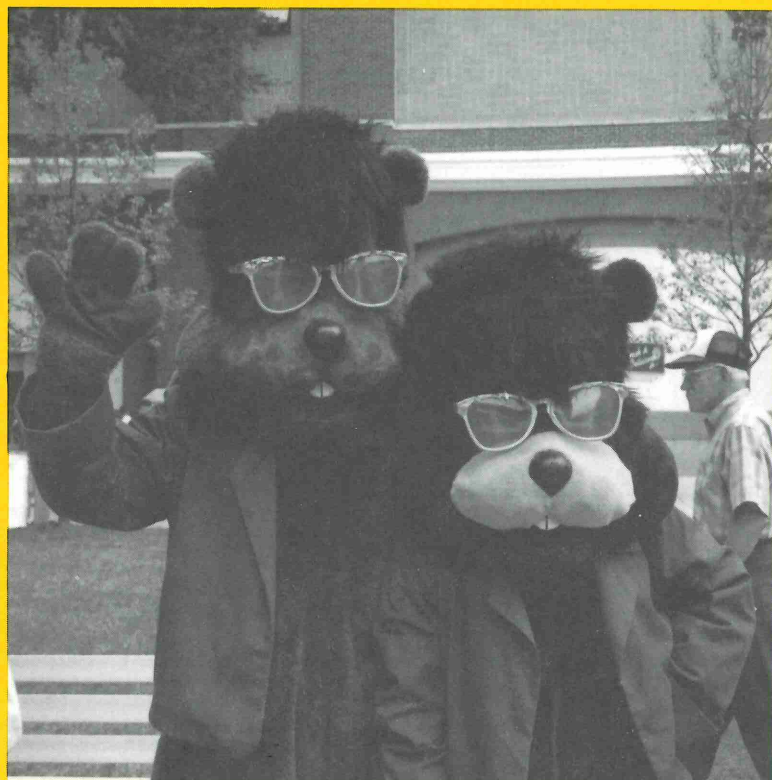
3. Resolved, that the society reaffirm its fundamental mission to promote Minnesota agriculture and industry by vigorously seeking new and diverse methods of presentation. We further resolve to maintain agriculture and its related industries as the cornerstone of the exposition.
4. Resolved, that the society acknowledge with sadness the loss of members and associates of the society who died during the past year, including Harold Arneman, David Burlingame, Patricia Keenan, Stan Muckle, Sonja Ramberg, Bruce Sellner and David Stone. We further resolve to extend our sympathy to their friends and families.
5. Resolved, that the society earns great benefit from its association with other expositions and related businesses, and that the society continue its strong relationships with the Minnesota Federation of County Fairs, the Midwest Showmen's Association, the International Association of Fairs & Expositions and other organizations dedicated to professional improvement.

6. Resolved, that the society extend its thanks and sincere appreciation to all who contributed to the success of its 137th annual meeting. In particular, the society offers its gratitude to the staff and management of the St. Paul Radisson Hotel and the St. Paul Convention and Visitors Bureau for their excellent support in hosting this meeting over the past 11 years.

The society proceeded to conduct elections with results as follows:

Howard Morris, Cokato, president, one-year term; Rich Keenan, Minneapolis, vice president - fifth regional district, two-year term; Howard Recknor, Hartland, first regional district, three-year term; Lyle Steltz, Rush City, third regional district, three-year term; Robert Lake, Aitkin, sixth regional district, three-year term; Cliff Markuson, Hillman, honorary life member.

There being no further business before the body, the 137th annual meeting of the Minnesota State Agricultural was adjourned.



State Fair mascots Fairchild and Fairborne celebrated Elvis Day in a Kingly way.