

**Minutes of Wednesday, August 21st, 2024
El Paso County Fair Board Meeting**

Board Members: Kate Johnson, Michael Publicker, Jeff Lapsansky, Michael Miller, Amanda Hensen

Associate Members: Leasha LaBruzzi, Felicia Publicker, Wade Canaday

Staff: Andschana Aljets, Adam Baker, Skye Bogle, Jen Loewen

Guests: Patty Woodward, John Hill, Stacy Cantu

Excused Absence: Amy Jo Fields, Mel Trafton, Grant Harris, Ed Dills, Matt Zeiger, Jimmy Cochran, Amanda Sorrell, Jonathan Vrabec, Emily Green

The meeting was called to order by Chair, Kate Johnson at 6:35p.m. We welcomed everyone and introduced ourselves.

Agenda Items

Michael Publicker made a motion to approve the August 2024 Agenda, 2nd by Amanda Hensen, the motion carried with approval.

Meeting Minutes

Michael Publicker made a motion to approve the June 2024 meeting minutes, 2nd by Michael Miller, the motion carried with approval.

Public Comments

- N/A

Board and Staff Comments

- N/A

Action Items:

Due to technical difficulties we started with Agenda Item **4.B.**

4.B. Patty Woodward gave an oral presentation about the Livestock Sale at the 2024 EPC Fair. Highlights of the report were that there were 128 lots and 62 buyers. They had 47 Swine entries which is up 8 projects from 2023. Total sales were roughly \$444,000 compared to \$461,000 from 2023. This is due to 9 less Beef projects this year. They partnered with P4-HO and were able to donate 35 lots to the cause.

4.C. Theresa Odello provided information about the Fairgrounds ADA Facility Improvements. The county invested \$113,709 in total to make ADA improvements in Swink Hall, Grandstands, Whittemore and the Community Outreach Center.

4.D. Andschana Aljets presented the 2025 EPC dates for endorsement. Michael Publicker made a motion to approve the 2025 EPC Fair dates, 2nd by Jeff Lapsansky, the motion carried with approval.

4.E. Andschana Aljets presented the 2025 EPC Fair Carnival G&S Shows for endorsement. We have partnered with them for the past 3 years and would like to continue our partnership with G&S Shows. Michael Publicker made a motion to approve the 2025 EPC Fair dates, 2nd by Michael Miller, the motion carried with approval

4.A. Andschana Aljets presented information the 2024 EPC Fair Summary Report. Highlights from the report were that mid-week attendance was up between 8% and 12% due to mid-week programming efforts, especially Tuesday's Sensory Day was very well received. Revenue goal was \$250,000 and actual revenue was \$345,000. The County also has a new tool to measure event awareness effectiveness, and that report concluded that we reached 1.5 billion people which equates to a \$15million value.

Miscellaneous Reports

6.A. Skye Bogle shared the Facility Use/Non-Fair programming report. The Fall Demo Derby event on Sunday, September 22nd was highlighted as an upcoming event and board members were encouraged to sign up for volunteer positions.

6.B. 4H/CSU Ext. was represented by Jen Loewen. She presented the 4-H 2024 post-EPC Fair report.

Next Meeting: Fair Advisory Board meeting, September 18th, 6:30pm – Swink Hall
Kate Johnson adjourned the meeting at 7:07pm.