



DOUGLAS COUNTY FAIR BOARD- GUEST SERVICES COMMITTEE MEETING

MONDAY, SEPTEMBER 11TH, 2023, AT 6:00 PM

ADMINISTRATIVE CONFERENCE ROOM

MINUTES

After Action Report- Lisa discussed ticketing and volunteer services. Lisa and Tori consolidated shifts from 2022; plenty of volunteers were on the grounds in 2023. Reducing the volunteer shifts resulted in an attainable schedule. The committee said there was a lot of positive feedback about the flow and efficiency of getting through the lines during ticketed events. The elements and weather caused challenges with the ticket scanners. Lisa T. suggested covers to block the elements scanning at the arena. Stamping rodeo attendee's hands proved to be an efficient way to move lines. The committee recommended a new stamp daily for the rodeos and concert. Lisa discussed military appreciation day. Lisa suggested that grounds should remain free for all active and retired military. The committee will recommend that grounds, in addition to the rodeo, is free for active and retired military. Lisa discussed utilizing only one mobile ticket booth worked well. The county saved money by not paying any staff volunteers in 2023. Lisa recommended scanning tickets at the arena for the concert in 2024 since the grounds are free. In-person ticket sales during the fair was \$18,000 and we will continue to offer only limited cash windows in 2024. Ticket scamming websites were a challenge in 2023. Lisa recommended all of our marketing confirm our ticketing vendor and where to purchase tickets. Pat notified the committee of her conversation with the IAFE representative during fair. The IAFE representative asked Pat what the biggest obstacle of the fair is, and Pat answered real estate/land. The IAFE representative commented that most answer with volunteer recruitment and retention was impressed with our efforts in volunteer services. Gary discussed mutton bustin and recommended that guest services take over mutton bustin registration in 2024. The committee suggested using the mobile ticket booth for registration. Gary and Lisa feel the current registration works well, being shaded and out of the way of the fair congestion. Lisa will build additional volunteer shifts into the 2024 schedule on Offero. James discussed the positive culture of the 2023 Fair & Rodeo. James received many compliments about friendliness and safety. James suggested a better way to cool off the volunteers. Tori discussed filling the misting fans and that someone from the committee needs to own that job in 2024. James discussed that the entertainers felt the grounds were clean and they felt

taken care of. James recommended having a binder or print out regarding special events for volunteers to refer to when being asked questions by guests. Lisa recommended keeping a binder at the info booths as well as the command center. Scott would like to see official badges for all access guests and better recognize the VIP guests. Scott recommended the DCFR offer exclusive experiences for VIP's. Zach discussed the handholding related to Denver Metro (security) and parking. Zach recommended a committee member to be a liaison in addition to staff during the fair. Denver Metro and Douglas County had a debriefing meeting. The committee recommends the security schedule be printed for all. Denver Metro to always have a supervisor on sight and improve means of communication. The security staff is expected to be at their scheduled site 30 minutes prior to serve as a buffer in 2024. Scott discussed his concerns with security and his pocketknife, and it was addressed with Denver Metro.

Offero- The committee agreed that Offero worked well and was user-friendly. The volunteers seemed to navigate the site easily. Volunteers will only need to apply once and will be more familiar with the process in 2024. A survey was sent to volunteers, and Lisa will email the results to the committee.

Recruiting- Gary asked the committee to develop new ways to recruit volunteers to discuss at the next meeting. Guest services utilized the senior center newsletter in 2023 and the Farmer's Markets. Lisa suggested reaching out to more retirement communities. Tori suggested using the birthday function off Offero for birthday cards. Lisa suggested a holiday card to be emailed to all current volunteers.

Volunteer Appreciation Night- Gary reminded the committee that the Volunteer Appreciation Reception is on 9/27 at 6:00 p.m. The RSVP's are due by Friday, September 15th. Tori notified the committee there were currently 62 RSVP's.

Training- Gary suggested we do a webinar or online recorded orientation/training in 2024. The committee recommends that the volunteer orientations occur closer to the fair so that people retain more information.

Other- Mutton Bustin is a profitable event for the fair. The committee recommended allowing the mutton bustin families to sit in the stands near the eagle's nest. Families were upset when the rodeo was sold out, and they could not watch their child participate in mutton bustin. Tori shared that Teresa would be the new coordinator for Guest Services effective November.

Next Meeting: Monday, November 13th, 2023