



DOUGLAS COUNTY FAIR BOARD
THURSDAY, MAY 19, 2022
JAMES R. SULLIVAN EVENTS CENTER
MINUTES

The Douglas County Fair Board meeting was called to order at 6:30pm on May 19, 2022 by Dean Elliott - Chairperson. The meeting was held in the James R. Sullivan Events Center Conference Rooms. The Pledge of Allegiance was recited.

Board Members Present:

John Adams
Pat Candelaria
Scott Candelaria
Dean Elliott
Sarah Fischer
Jennifer Foss
Arlie Gordon
Tom Harris
Debbie Mills
Phil Riesselman
Gabriel Ryan
Craig Sloan
Pam Spradlin
Lora Talbert
Hayden Schmidt
Rob Tkach

Board Members Absent:

Wesley Jacobs
Ben Alderton
Pat Salazar

Associate Members Present:

Nick Candelaria
John Holst
Kyle Moore
Anneliese Phippen
Jean Sabulsky
Dick Sabulsky

Associate Members Absent:

Monty Anderson
Barry Borges
Matt Coyle
Deb Dilley
Chayce Lutz
Laura Martin
Scott McHenry
Shawn McWhorter
Patti Russell
Jessica Smith
Todd Spencer
John Woodrick
Philip Woodrick

Other Guests Present:

Tori Checkal
Bailey Fischer
Lisa Turner
Gary Turner

Staff Members Present:

Michelle Bartlett
Clay Gysin
Tim Hallmark
Coral Miller
Luanne Lee
Allison Paul

Staff Members Absent:

Sonia Ormsbee
Laurie Anderson
John Murgel

6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE**Public Meeting**

No Public Comment

Approval of Last Meeting Minutes

Phil motioned to approve, and Pat seconded

Consent Agenda

John Adams motioned to approve the consent agenda; Gabe seconded

Admin

- Terry with Forever Yours will take photos again
- Event Planning Worksheets are being emailed to committee chairs. Due in June
- Button up shirts will be passed out at June Fair Board meeting
- Concessionaire in Kirk Hall will serve workday lunch

Entertainment

- The contracts for Axe Women and the petting zoo have been signed.
- The Committee agreed that an increase budget request is needed for 2023 to cover two weekends.
- The layout for Old West Town is being finalized incorporating both the buildings and vendors.

Executive

- 2023 budget requests are due in June from all Committees
- Rodeo Committee recommended a price increase for Hometown Rodeo entries due to increase in stock and freight fees. After much discussion, the Committee will work with the Foundation to see if they can cover some of the additional cost. The Committee will come back next month with a new recommendation.
- Fair Board officer positions will hold elections in June. Pam Spradlin will not be seeking reelection for Secretary
- Currently waiting to hear from Colorado State Agriculture on June 30th to know how to proceed with Poultry. Committee is coming up with alternative plans should Poultry not be allowed for 2022.

Guest Services

- Booth space has been secured at 6 local Farmers Market dates before Fair
- Sign Up Genius Link is live and will be emailed out and posted next week
- The Committee recommends Gary and Lisa Turner as Associate Members of the Fair Board

Livestock Sale

- Fair Entry is being tested for Mock Sale training

- Mock Sale is 6 pm on July 13th in Pavilion
- Gary Debus and George Geiger will be the Auctioneers for the Sale
- Committee is confirming clerks and other sale helpers

Marketing

- The Committee recommends moving forward with advertising with 106.7 The Bull
- The Committee recommends moving forward with the Branded Maverick Marketing and social media influencer Allison Wiens
- Royalty is going to several Rotary meetings as well as schools and farmers markets to market the Fair & Rodeo

Rodeo

- Due to increased Hometown Rodeo stock fees, the Committee made the recommendation to increase cattle stock charge from \$29.00 to \$40.00 and goat stock charge from \$8.00 to \$30.00.
- Due to increased Hometown Rodeo stock fees, the Committee made the recommendation to increase Mutton Bustin' participation fee from \$20.00 to \$25.00.
- The Committee finalized their plans for the PRCA youth camp.
- The Committee agreed to meet one week early in June to finalize their budget request for 2023. This way it can be ready for the Executive meeting on June 9th.

Show Management

- No May Meeting – Individual Superintendent Meetings

Treasurer's Report cover this from

Reports from other groups

FFA – Bailey Fischer updated the committee on FFA's new officers decided at their banquet

Youth Council – Tori Checkal reminded everyone that June show is coming up, and elections are in June.

Regular Agenda

Staff Report

Tim announced that Josh Turner will be the artist for the concert on July 29th. 325 tickets sold in 24 hours since going on sale. We are also looking at a second artist for an after party.

Ticket Sales Update:

Farm to Table - 14

Thursday Rodeo - 23

Friday Rodeo - 45

Saturday Rodeo - 240

Sunday Rodeo - 38

Cindy Duckworth was introduced as the new Fair Foundation President

Cindy gave an update on the Cowboy Ball on May 7th. Cindy said it was successful and is hopeful it exceeded last years profits. This year is the 10th anniversary of the Fair Foundation. The Foundation will be fundraising at Elephant Rock June 5th and 6th and will need help serving beer at beer tent. Ghost Town Hoedown Oct. 22.

Old Business

John shared that the Hometown Rodeo contracts have been signed by us and are waiting on contractors. Stock charges are going up and the foundation has expressed interest in subsidizing part of the amount, \$1,000. We are raising rates as well.

New Business

Dean reminded everyone that election of new officers happens in June each year. If you are interested submit your name.

Pam announced that she will not be renewing her position as Secretary, please let Dean know if you are interested in that position, all current officers are continuing in their roles.

Poultry Update-

Hayden updated that there is no movement on the deadline for the ban being lifted. There have been more cases and more deaths. The committee is looking into virtual ID day options and working with CSU for alternate activities for shows. End of this month or beginning of June they will see what real options are.

Livestock Sale Update-

Sale committee is using Fair Entry. No options for online add-ons this year, in person only. Committee will go to Leaders and Youth council to announce this and include in Thursday email blast.

Budget-

Dean requested that we go through each committee and the chair will share their 2023 budget requests.

Administrative-

Admin committee is requesting an additional \$10,000 to cover additional security costs for the first weekend.

Show Management-

Show Management is finalizing budget but needing more money for awards and needs more panels for pens in the barns. They are short about 40 pens and will probably need to change the layout of the barn. Trailer estimated at \$5,000 and \$50,000 for panels.

Scott suggested we look at panels that match, and how old ones work better

Livestock Sale-

Virtual auctions for anyone to buy is the the way it's going. Need to work with a company that can provide that for us in future years \$7,500 requested again.

Entertainment-

Entertainment will request \$20,000 again for the same reasons as last year.

Rodeo-

Rodeo will be asking for \$44k for large rodeo, \$30k for stock contractors.

Guest Services-

No additional funds requested

Marketing-

No additional funds requested

Tim mentioned that across the board we'll need to consider additional funds based on increases in services for all things right now.

Director Comments

The parking lots will be formatted a new way this year which will gain 400 parking spaces. Also continuing the discussion of expanding at the softball fields.

Phil will provide Tim information on specific needs for the Livestock Sale for new pavilion.

Dean mentioned that based on conversations with the Commissioners, they want the fair to grow and continue to engage the community.

Tim also agreed the commissioners are happy with the progress and direction we are going.

Luanne agreed and added Teal was excited when he visited the Fairgrounds this week.

Other Business

The Chamber had a meeting about the parade with Fair Board and staff. This year we are joining others and helping more. Will need volunteers onsite day of.

Cattle drive with the Town is happening July 29 at 6 pm.

Guest Services signed up for Farmers Markets to recruit volunteers and market the Fair.

The first one went well, and the next one is in Highlands Ranch. Gabe will send a link to the Sign Up Genius for anyone who is interested to sign up.

Gabe nominated Gary and Lisa Turner as Associates. Scott seconded. Two new Associates were approved.

Lora sent around a sheet to sign up for badges and Rodeo ticket requests.

Adjourned at 7:38

Next Meeting: June 16, 2022