



DOUGLAS COUNTY FAIR BOARD

THURSDAY, MARCH 16, 2023

JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOMS

MINUTES

The Douglas County Fair Board meeting was called to order at 6:30pm on March 16, 2023, by Dean Elliott - Chairperson. The meeting was held in Event Center Conference Room. The Pledge of Allegiance was recited.

Board Members Present:

*John Adams
Pat Candelaria
Scott Candelaria
Dean Elliott
Sarah Fischer
Jennifer Foss
Tom Harris
Arlie Gordon Jr.
Wesley Jacobs
Debbie Mills
Dr. Phil Riesselman
Pat Salazar
Hayden Schmidt
Pam Spradlin
Rob Tkach
Lora Talbert*

Associate Members Present:

*Nick Candelaria
Josiah Fredericks
Laura Martin
Patti Russell
Gary Turner
Lisa Turner*

Other Guests Present:

*Bailey Fisher
Tori Checkal
James Jamison*

Staff Members Present:

*Michelle Bartlett
Mercedes Glenn
Clay Gysin
Tim Hallmark
Luanne Lee
Tori Thelen*

Board Members Absent:

*Ben Alderton
Gabriel Ryan
Craig Sloan*

Associate Members Absent:

*Matt Coyle
Deb Dilley
John Holst
Chayce Lutz
Scott McHenry
Kyle Moore
Dick Sabulsky
Jean Sabulsky
Todd Spencer*

Staff Members Absent:

*Laurie Anderson
Stefanie Hawkins
Guinevere Nelson
Sheriff Daren Weekly*

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

Approval of Last Meeting Minutes – Pat made a motion to approve last meeting minutes. Scott seconded. No discussion. All approved.

Consent Agenda – Hayden made a correction that Show Management had individual superintendent meetings, just not a full committee meeting. Wes made a motion to approve the consent agenda. Hayden seconded. No discussion. All approved.

Admin – No Meeting

Entertainment – No Meeting

Executive

- A sign-up sheet for the Farmer’s Markets will be passed around at the Fair Board meeting for each committee to sign up for a day.
- Staff received two quotes for the Farm to Table meal and will present the two bids at Fair Board to move forward with top quote.
- Marketing Committee is reviewing the top two Digital Media Buyer Bids from the IFB that went out earlier this year.
- Scott and Dean have reviewed Director attendance, there is one open Director position. Scott is trying to get ahold of one other Director.
- The Committee reviewed the buckle and key chain award designs for 2023 awards.

Guest Services – No Meeting

Livestock Sale – No Meeting

Marketing – No Meeting

Rodeo – No Meeting

Show Management – No Meeting

Treasurer’s Report – Wes gave an update on all budget requests that were approved for the 2023 Fair & Rodeo as well as current expenses.

Reports From Other Groups

FFA – Bailey Fischer reported that the FFA has been planning for the annual Oyster Fry on March 31 in Kirk Hall. The price is \$15/plate and there will be a silent auction. If anyone is looking to donate items to the silent auction, please get in touch with Bailey or Mrs. Arbogast.

4-H Youth Council – Tori reported that Youth Council is busy planning June Show. They are still looking for a swine superintendent and a few judges as well.

CSU Extension/4-H – Mercedes reported that 4-H registration numbers are up 60 since pre-covid numbers at 547 members, 75 of which are Cloverbuds. One of their goals for this 4-H year is volunteer recruitment and retention. There was a great turn out at this year's Beef Weigh-In with 54 market beef weighed-in on March 4.

Mercedes gave an update on upcoming events:

- March 25 – Poultry Clinic
- April 16 – Beef, Sheep & Goat Clinic
- April 26 & 27 -Meat Quality Assurance Training (MQA)
- May 16 – Fair/Livestock Info Meeting

Fair Foundation – Debbie reported that the 10 Year Anniversary Gala was incredibly successful and thanked everyone who came. A total of \$120,000 was raised with four tables being a new demographic who has not come to previous events. Phil thanked 4-H and all the kids who came and spoke at the event, it made him incredibly proud to be a part of the event.

Regular Agenda

Staff Report

Concert – There is a verbal commitment for both the opening act and main act, staff is waiting on a finalized signed agreement.

Farm to Table – Michelle reported that two proposals have been received for the Farm to Table Meal, Whistling Boar and Salt Craft Meat Market. Sarah moved to approve Salt Craft Meat Market due to their local community involvement being better suited for the mission of Farm to Table. Scott seconded. No discussion. All approved.

Food Vendors – Tori reported that food vendor applications are being reviewed at the committee level. The Knights of Columbus will be returning as the food vendor in Kirk Hall and at the Pavilion.

Ticket Prices – Tori reported that the increased ticket prices have been approved and will soon be updated on Ticket Master. The goal is to sell out all ticketed events online ahead of the Fair & Rodeo.

Staff Update – Luanne let the Fair Board know that she has accepted another position within the FFESS Department as the Business Services & Operations Manager. She thanked Fair Board for her time working with them and assured

everyone that she will still be around and helping at Fair, just in a different capacity.

Old Business

Sponsorship Update – Debbie reported that sponsorships are going well for this year. Please send any leads to the Marketing Committee to follow up on.

Judge Contracts – Hayden reported that the judge contracting process is going well. Rob asked for approval of four additional horse judge names: Dillon Martin, Jill Curiel, Julie Hayes, and Christine Overholt. Phil made a motion to approve the judge names. Scott seconded. No discussion. All approved.

New Business

Media Buyer – Debbie reported that after Fair last year, there was a question from the Commissioners regarding how marketing for the Fair is done and how marketing and demographics are tracked. The Marketing Committee agreed that they need help in marketing. An invitation for bid was published for a Media Buyer. The Committee narrowed the bids down to two finalists – Legends and Versatility Creative Group. Debbie moved to recommend Versatility as the 2023 media buyer. John seconded. No discussion. All approved.

Farmer's Market Attendance – Tori asked that all committees sign up for at least one shift to promote the Fair at the upcoming Farmer's Markets in Highlands Ranch and Castle Rock. The opportunities are Saturdays and Sundays, May-July.

Awareness at Fair – Dean reminded the Fair Board that there are a lot of people who are quick to record the board's conduct at Fair. He encouraged everyone to be sensitive to the fact that they are always being watched and to remember that they are an extension of the County. How they act with the youth, volunteers, public, etc. needs to be considered in all situations. Please watch out for yourself and for each other.

Superintendent Application – Hayden moved to approve Angela White as the 2023 Dog Show Superintendent. Phil seconded. No discussion. All approved.

Competition Rule Approval – Hayden moved to approve the proposed Hunter Seat Equitation Over Fences classes for the 2023 Competition Rules. Phil seconded. Pat clarified the age divisions for the class and Mercedes clarified that the Superintendents are working on appropriate approved heights for the classes. All approved.

New Director Approval – Dean reported that at the BOCC Business Meeting on March 14 – Gary and Lisa Turner were approved as the newest Directors. Congratulations to both!

Director Comments

John passed around two thank you notes from Summit Pro Rodeo for our partnership. Pat asked that everyone tell Mark and Teri Moore thank you for their generous donation to the Fair Foundation gala silent auction. They donated two chuck wagon dinner experiences which caused a bidding war for \$30,000.

Lora asked the Board to sign up for jackets, this would be the last time the order form would be going around.

Scott reminded everyone that the 4-H Branding Party will be on Friday, May 12 in the Pavilion, more details to come in the 4-H Blast. He asked that anyone who has branding supplies bring them.

Luanne reported that the drone show that was set to take place on New Year's Eve has been moved to during Fair. It will take place above the Indoor Arena during the intermission of the concert on Friday, July 28.

Dean told the Board that he feels like things are moving along in a good direction and reminded everyone that there are only 134 days until Fair!

Adjournment at 7:10 PM.

Next Meeting: April 20, 2023

Rules for Citizen Engagement at Fair Board Meeting

To have orderly, efficient, civil, and productive board meetings, the following rules apply to all citizens that have a desire to address the Board:

1. Citizen comments will be heard during the public comment section at the board meeting.
2. All citizen comments must be addressed to the Board. Directing comments to staff or other members of the public is not permitted during Board meetings.
3. Public comment section is limited to ten minutes collectively.
4. Citizens are asked not to repeat comments made by others; merely indicate their concurrence.
5. Citizens will be asked to use a microphone so that Board members and the audience can hear their comments.
6. Clapping, cheering, booing and the like are not permitted at Board meetings.
7. Failure to abide by the aforementioned rules of engagement is considered disruptive to the public process and will result in a warning to the violation citizen(s) by the Board Chair. If after that warning the citizen(s) continues to violate these rules, they will be asked to leave the meeting. If the citizen does not leave the meeting when asked, the appropriate steps will be taken by the Board Chair to have them removed from the meeting.

Mission Statement: The Douglas County Fair and Rodeo is the premier annual community event in Douglas County bringing together the best of Rural Heritage, Agriculture, Western Sports, Youth and Adult Exhibits and quality Entertainment.