



DOUGLAS COUNTY FAIR BOARD

THURSDAY, APRIL 20, 2023

JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOMS

MINUTES

The Douglas County Fair Board meeting was called to order at 6:30 pm on April 20, 2023, by Dean Elliott - Chairperson. The meeting was held in the James R. Sullivan Events Center Conference Room. The Pledge of Allegiance was recited.

Board Members Present:

*John Adams
Dean Elliott
Tom Harris
Arlie Gordon Jr.
Wesley Jacobs
Debbie Mills
Pat Salazar
Hayden Schmidt
Pam Spradlin
Lora Talbert
Rob Tkach
Gary Turner
Lisa Turner*

Associate Members Present:

*Josiah Fredericks
Laura Martin
Scott McHenry
Kyle Moore
Patti Russell
Dick Sabulsky
Jean Sabulsky*

Other Guests Present:

*Tori Checkal
Cindy Duckworth
Lori Sorenson
Ted Sorenson
Chris Spyke*

Staff Members Present:

*Laurie Anderson
Michelle Bartlett
Clay Gysin
Tim Hallmark
Stefanie Hawkins
Luanne Lee
Tori Thelen*

Board Members Absent:

*Pat Candelaria
Scott Candelaria
Sarah Fischer
Jennifer Foss
Dr. Phil Riesselman
Gabriel Ryan
Craig Sloan*

Associate Members Absent:

*Ben Alderton
Nick Candelaria
Matt Coyle
Deb Dilley
John Holst
Chayce Lutz
Todd Spencer*

Staff Members Absent:

*Mercedes Glenn
Guinevere Nelson
Sheriff Darren Weekly*

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

Public Comment: None.

Moment of Silence for Monty: Dean asked the Board to remain standing for a moment of silence to honor the life of longtime Director Monty Anderson.

Director Buckles: The Admin Committee passed along a sign-up sheet for Director Buckles for 2023. Each Buckle will cost around \$100.00.

Staff Appreciation Presentation: Dean and Tim presented Luanne with an appreciation gift from the Board for her years at the Fairgrounds. They both thanked her for her time and commitment. Luanne thanked everyone and expressed her excitement to work with everyone in her new role.

Approval of Last Meeting Minutes: Hayden moved to approve the March Fair Board minutes. Gary seconded. No discussion. All approved.

Consent Agenda: John moved to approve the consent agenda. Lisa seconded. No discussion. All approved.

Show Management

- Fair Entry will take place June 1-16, 2023. No late entries will be accepted, with no exceptions.
- Poultry ID Day will be virtual again on June 10 & 11.
- Poultry shows will be held in a very similar fashion as they were last year. Show Management is working with Staff, CSU, and the Superintendent to have information out to 4-Hers by next month.
- Superintendents were asked to create barn layouts based on past years and numbers from this year to help ensure all departments have the needed panels.

Rodeo

- The additional \$7,500 from the PRCA and an extra \$500 from the County will be used for purse money bringing the total to \$12,000 per event.
- The Fair Foundation has provided a \$1,200 subsidy to help cover the increase in Hometown Rodeo Stock Contractor Fees.
- The Committee is looking at different options for Mutton Bustin Buckles for 2023 and beyond as prices of buckles have increased.
- A new Exceptional Rodeo will be held on the first Sunday of the Fair at 3 pm in the Outdoor Arena. Adam Daurio from CSU will put on the event but will need assistance from Fair Board volunteers.

Marketing

- Versatility created a digital media marketing campaign to attract target audiences to help achieve higher attendance at the concert and first weekend, as well as the continued success of ProRodeo's and F2T.

- A total of 24 2023 Sponsorship contracts have been sent out. Marketing Committee is making great progress on Sponsorship thus far.

Guest Services

- Offero is live and has been emailed to Douglas County staff as well as returning volunteers. Multiple shifts have been signed up for.
- Committee to try and recruit new volunteers through large organizations, corporate businesses, and other civic groups.
- TicketMaster is live with all event tickets for sale. 30% off rodeo tickets and general admission through April. The family and friends bundle for Rodeo is buy 3, get one free.
- Gary Turner to be nominated as Guest Services Chair.

Admin

- Reviewed supplies and duties for Workday
- New Director Orientation packets were reviewed

Entertainment

- Entertainment Committee reviewed Food Truck's weekly recommendation as well as the Entertainment Schedule for Entertainers – which are updated on the schedule of events

Livestock Sale

- Livestock Sale Committee will be sending out Livestock Sale Save the Dates.
- Committee reviewed banner and plaque ordering
- Livestock Sale – Mock Sale will be on July 12, 6:00 pm

Treasurer's Report: Wes reviewed the updated budget reporting a total budget of \$1,163,841.00 for the 2023 Fair.

Reports from other groups

Fair Foundation: Cindy reminded the Board that the Ghost Town Hoedown fundraiser would be held at the Events Center on October 21, 2023. This is a family-oriented event, and they look forward to a great one. Cindy also reminded the Board that there would be no Cowboy Ball this year as the Foundation held the gala earlier this year instead. The Leg-Up Program is in full swing for 2023, with eight kids receiving animals this year.

Youth Council: Tori reported that the planning for June Show is going well. They have all their Superintendents and are still looking for a few judges.

CSU: Hayden gave an update on CSU's behalf as they were not able to attend -

- We will host MQA on April 26 & 27th at Kirk Hall. All market (including dairy) members need to attend.
- Sheep & Goat Tag-in on May 2 from 4-7 p.m.

- 4-H 201: Livestock and Fair Meeting May 16th at Kirk Hall: This will be an informational session on all you need to know about having livestock at the Douglas County Fair! What you need to bring, what your responsibilities are, and what some things to keep in mind as you are getting your animals ready!
- Hosted a Beef, Sheep, and Goat Clinic this last Sunday with great success! I am very excited to be offering more opportunities for our youth in the future.
- A new Exhibit Day rule! For Project Only projects, we will have them drop off their projects from noon to 6 pm on July 21.
- At the shooting sports all-county meeting, there were 250 people in attendance!
- Final 4-H project drop date is May 1.

DCSO: Laurie reported that alongside Fairgrounds staff, the Sheriff's Office has met with Castle Rock Traffic, Denver Metro Protective Services, and Colorado Event Traffic for initial planning meetings. All is going well currently.

Regular Agenda

Staff Report

Update on First Weekend activities: Stefanie reported that staff met with Peak Beverage this week to discuss liquor sales and logistics. Beer will now be served alongside the BBQ Competition by a local brewery. Stefanie also reported that Wide Open Saloon is sponsoring the Barn Dance. They will be bringing in Rhett Haney as the entertainer.

Fair Board Concert and Rodeo Tickets: Tim updated the Board that all Directors will be given two ground tickets for the concert.

Ticket Sales Update: Tim reported ticket sales for all events currently on sale:

- Concert: 339 sold
- Farm to Table Lunch: 33 sold
- Bares, Broncs and Bulls: 81 sold
- Friday PRCA – Military Night: 39 sold
- Saturday PRCA & Barn Dance: 276 sold
- Sunday PRCA – Cowboys for Cops: 72 sold
- General Admission (Friday or Saturday): 41 sold

Update on items needing Director input: No update currently.

Old Business

Goose Gossage Event at the PRCA: John invited the Board to attend an event at the PRCA on Friday, May 19, at the ProRodeo Hall of Fame at 6 pm. If anyone would like more information, please reach out to him.

Poultry Update: Hayden gave the Board an update on the Highly Pathogenic Avian Influenza, reporting that the spread of the disease is slightly better than last year but still present. Show Management recommends holding Poultry shows in the same fashion as last year. Non-Market birds will show Monday and go home the same day, with the same bio-security regulations as last year. Show Management would like to send information to the exhibitors as early as possible, so they have time to prepare. Tori asked if there would be a cap of one bird per exhibitor. Hayden clarified that is the plan; the 4-H Community will be notified if that changes.

Review Schedule: Dean asked the Board to review the tentative schedule. There will be both a Public and Internal schedule published. Please let staff know if you see anything that needs to be corrected. Pat Salazar asked to add photography and crafts to the Open Class Receiving line on the schedule.

Exceptional Rodeo: Debbie reported that Roper is sponsoring the Exceptional Rodeo. This new event will occur on Sunday, July 30, at 2 pm in the Outdoor Arena after Farm to Table.

Roper Warehouse Sale: Debbie reminded the Board that the Roper Warehouse Sale is this weekend. She encouraged everyone to stop by to recognize Roper as a sponsor.

New Business

Guest Services Committee: Dean informed the Board that the Guest Services Committee had nominated Gary Turner as the new Guest Service Chair. Hayden made a motion to approve Gary Turner as Guest Services Chair. John seconded. No discussion. All approved.

Superintendent Approval: Hayden motioned to approve Colleen McDonald as Assistant Goat Superintendent and Brittany Sandell as Master Showmanship & Round Robin Assistant Superintendent. Lisa seconded. No discussion. All approved.

Sale Committee Associates: On behalf of the Livestock Sale Committee Chair, Wes motioned to approve Lori Sorenson, Ted Sorenson, and Chris Spyke as Associate Members of the Fair Board. Hayden seconded. No discussion. All approved.

Banner on Roping Chutes: Dean received a suggestion to have a banner created to hang by the Outdoor Arena roping chutes to honor Monty Anderson. John made a motion to have the banner created. Hayden seconded. No discussion. All approved. John will work with Staff to create the banner.

Other Business

Beef Rule Amendment: Hayden informed the Board that there is a discrepancy in the Competition Rules regarding the identification deadlines for Breeding Beef. The Competition Rules state the deadline as March 1, whereas the 4-H Rules state May 1. Hayden motioned to change the Competition Rules to May 1 to match the 4-H Rules. Wes seconded. No discussion. All approved.

Director Comments

Hayden asked the Board what the plan is to display award sponsors from 2022 since this was not done last year. Dean clarified that the Awards Committee had yet to decide but would have an answer for the Board in May.

Wes informed the Board that all historic Livestock Sale buyer signs had been updated. The Committee has reviewed past buyer numbers for the last five years to clean up the list. Tori also thanked everyone who signed up for a Farmer's Market shift. Tori also reported that 2023 Fair merchandise is available to purchase by the Fair Board at cost.

Pam updated the Board that she and Debbie are working hard on the Souvenir Program. To counteract the program's cost, they want to sell more advertising this year. She asked if each Fair Board Director could come with just one ad buyer; that would greatly help. Pam or Debbie will send out ad pricing to the Board.

Adjournment at 7:03 pm.

Next Meeting: May 18, 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 the 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.