



**DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING**

**THURSDAY, JANUARY 19th, 2023, AT 6:30 PM**

**EVENTS CENTER CONFERENCE ROOM**

**MINUTES**

**Meeting**

**Attendance:** Dean Elliott, Wes Jacobs, Lora Talbert, Tori Thelen, Michelle Bartlett, Stefanie Hawkins, Sarah Fisher, Hayden Schmidt, Tim Hallmark, Rob Tkach, Phil Reisselman, Scott Candelaria and Pat Candelaria.

**Committee Meeting Schedule- Guest Services:** Scheduling conflict on first Tuesday of the month for multiple Guest Services committee members. New proposed times to meet are the second Monday or first Thursday. Dean explained the importance of staff time and consideration.

**Concert 2023:** Randy Houser has accepted offer and the contract is in processing of being finalized. Randy to be main act for 2023. Oak Ridge Boys were presented an offer for opener. They have not accepted due to scheduling logistics. Deadline to hear back is end of business day on 1/20/2023 before staff proceeds to present an offer to the Nitty Gritty Dirt Band for the opening spot.

**Farmers Markets:** Guest services committee discussed role of Farmer's Markets in recent meeting. Recommendation to the Executive committee that each committee chair volunteer to spend time at a local Farmer's Market (Highlands Ranch and Castle Rock) in June and July. Farmer's Markets serve as a great tool to educate the public about all aspects of the fair and rodeo and serves as an efficient marketing tool. Staff to get schedule of Farmer's Markets to present to Fair Board to discuss sign-ups.

**Fair & Rodeo Poster:** Committee would like to see more consistent branding with the marketing poster each year. Request to versatility to add Fair & Rodeo logo in lieu of the archway signage.

**Director Nominations:** Seven individuals applied for director spots and were interviewed. Gary and Lisa were among the seven interview and had successful interviews. Discussion that Ben prefers an associate position to the Director position due to the time commitments. Discussion of the importance of committee involvement prior to offering

Director role in Fair Board. Offering the Director position can be overwhelming due to the requirements for a new applicant. Director must meet the 75% attendance requirement. Scott requested staff to gather the information and send to him. With Ben possibly stepping down, previous candidate pool to be reviewed for interviews. Nominating committee to have another meeting prior to announcing nominations to Fair Board. Three potential Director positions available. Committee chairs to delegate work to committee and associate members. Previous mention of new bylaws for new requirements for associate members not adopted to current policies. Dean recommended sending a letter to all associate members on the mailing list to confirm interest in Fair Board and removing members no longer involved. Associate members should be nominated and removed at the appropriate time.

**Task Spreadsheet:** Staff is working on reformatting and cleaning up the fair task spreadsheet. The spreadsheet will be finalized by February. Staff will also be working on the Fair 2023 budget as Sonia is no longer involved. Staff will get to Wes once the budget is finalized.

**Other:** Pat suggested that registration occur earlier for shooting sports to get targets done. Her recommendation was by 6/12/2023. Lora discussed the option to include a denim jacket option to the Fair Board jacket order sheet. Discussion that black jackets should be grandfathered in but there are to be different options for members to purchase. The Fair Board t-shirt and jacket order will be presented at the meeting on 1/26/2023. Sarah and Pat discussed the Fair & Rodeo entrance and recommended the marketplace (Events Center) doors be the main entrance. Tim discussed the issues with traffic and logistics. The Events Center does not meet the needs of funneling in thousands of people entering and exiting simultaneously. Fair & Rodeo needs more physical help and volunteers rather than staff spending thousands on paid County staff. The desired outcome is for more traffic into the marketplace for vendors, open class, and other projects. If entrance and exits are changed, we need more manpower to manage flow of traffic. Master plan could address some of the architectural challenges but will not be deployed for years. Improved signage discussed to address needs of marketplace traffic. Committees need to take on responsibility and communicate what signs are needed daily for fair. An organized and well thought out plan for fair signage is necessary.

**Next Meeting:**

February 9th, 2023