



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY, MARCH 9th AT 6:30 PM

EVENTS CENTER

AGENDA

Attendance: Dean Elliott, John Adams, Phil Riesselman, Rob Tkach, Wes Jacobs, Pat Candelaria, Lora Talbert, Scott Candelaria, Debbie Mills, Sarah Fischer, Luanne Lee, Tim Hallmark, Michelle Bartlett, and Tori Thelen.

Meeting

Staff review

Items Needing Attention of the Committees: Staff requested committees to coordinate schedules and sign up for farmer's markets at next Fair Board, March 16th.

Farm to Table: Staff discussed two quotes from Salt Craft Meat Market (apprx 14,000) and the Wild Boar (apprx 27,000). Executive supportive of Salt being a prior 4-H/FFA member and a local business to Douglas County. Executive concerned Salt has the resources to cater a large event being a new business. Executive requested more data to be presented at Fair Board before making final decision. Discussion that Commissioner's were very vocal about the food not being provided from a local chef. The proposals were available for the committee to look over.

Digital Media Buyer Bids: Staff discussed bid responses for the digital media buyer RFP. 10 bids were returned. Staff met with Debbie to discuss responses and agreed on top two candidates. Versatility and Legends were invited for final pitch presentations the week of March 13th. Executive discussed importance of brands. Dean wanted to be sure bidder, Legends, had local representation. Staff confirmed they have consultants in Denver area. Discussion that the current Douglas County Fair & Rodeo brand is vital to the new marketing campaign and digital platform. Staff to email Executive Committee the Scope of Work/Criteria from the IFB.

Review Director attendance data: Directors must participate in two committees unless they are in a chair position. Scott is still discussing attendance requirements with one director to determine their place in Fair Board.

Discuss open Director positions: Gary and Lisa are interested in learning more faucet of Fair & Rodeo once officially directors.

Fair Activity Awareness: Dean concerned with cameras and camcorders at fair. Fair Board is being watched and needs to be aware. Dean asked directors to be cautious on their engagements with the public at Fair. Luanne discussed background checks on volunteers and the process it involved. Staff discussed the verbiage to include on volunteer applications to deter convicted felons. Discussion of training videos to add for all involved in Fair. Disclosed judges, entertainment and volunteers are not background checked. Discussion of measures to be put in place to protect our flock. Dean asked directors to be sensitive to the issue.

Committee Chair Attendance at Foundation: The Fair Foundation has requested the committee chairs attend their meetings. Fair Foundation raised approximately \$120,000 at their Gala. Fair Foundation would love support from Fair Board. Gala was a huge success.

Other:

Buckle and keychain design were presented to the committee. Debbie discussed sponsorships were going well for 2023 and contracts are being drafted. Lora mentioned the jacket order sheet will be passed around at Fair Board in March. Rob notified the superintendent meetings are going well. Pam requested list of awards that we do not have sponsors for.

Next Meeting:

April 13th, 2023, as currently planned

Comments: