



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY, APRIL 15, 2021 AT 6:30 PM

EVENTS CENTER CONFERENCE ROOM

MINUTES

Meeting

Attendance: John Adams, Craig Sloan, Debbie Mills, Scott Candelaria, Lora Talbert Phil Riesselman, Dean Elliot, Tim Hallmark, Michelle Bartlett, Synneva Knopp, Sonia Ormsbee, Luanne Lee, Pam Spradlin, Wes Jacobs.

Entertainment

Old West Town: Lora reported that preparations for the Old West Town are going well. The chuck wagon vendor agreed to help with more than just a “display”. They could potentially help with the pancake breakfast, which would help to bring people towards the Fair Foundation Wall of Honor ceremony too. Dean asked if all monies in the Entertainment budget had been spent and staff clarified that all monies have either been spent or are accounted for as encumbered.

Carnival: The carnival vendor will be doing a walkthrough in June and confirmed that they are bringing a Ferris Wheel. The vendor is also willing to let the Fair Board sell pre-sale wristbands in which the Fair can retain a commission from the total sales.

Friday Night Band Update/Location: The Friday night band will have to play on the Midway Stage as there is not room in the Old West Town with all the attractions.

Barn Dance Fee/Entry Plan: Fair Goers will purchase tickets for the Barn Dance at the gate/box office or tickets will be available for purchase at the doors to the Indoor Arena night of. The committee is looking into how to make the tickets available for purchase online too.

Marketplace Liaison: The Entertainment Committee voted to hire a manager for the Marketplace. A meeting with this individual will happen closer to Fair.

Guest Services

Volunteer Communication: Dean reported that staff is working with the committee on a communications plan to contact all past volunteers.

Camping and Food Vendors: Dean reported that the committee discussed how Guest Services can get involved in and help with Camping and Food Vendors. Camping has always lived in Show Management and Food Vendors have always lived within Entertainment. He believes that both should be considered a guest service and don't belong in their current committees.

Dean informed the committee that Gabe Ryan agreed to take over as Chair of Guest Services and a vote will be held at the next Fair Board meeting.

Livestock Sale: Phil reported that at the last meeting the committee had approved hats, worked out logistics of sale, discussed potential caterers and budget requests that will be needed in the future. Two of the big budget requests are the increased cost of the online auction software and the video board. The committee would like to request a permanent purchase of a video board, all they would need would be a tv screen. Dean asked if the Livestock Sale Committee would go over their budget this year. Phil clarified that yes by a little for 2021, and these requests would be for 2022.

The committee will have a Mock sale/training with ShoWorks on April 30 if anyone is interested in attending.

Phil also reminded everyone that the sale is going to be in the Pavilion this year.

Marketing: Debbie reported that the DCF&R Royalty are meeting with four different rotary clubs and are trying to set up a meeting with the chamber to invite them and promote all aspects of the Fair.

Sponsorships: Debbie reported that she has verbal commitments from several sponsors that will be contracted shortly. She requested a contact list for potential sponsors from the Board. John gave a few construction contacts.

Hospitality: Debbie reported that the Rodeo Committee will be using the chuck wagon and Kirk Hall to provide meals to the rodeo contestants. Dean would like the cowboys to do a meet and greet on the Midway when they are on their way to eat for entertainment for Fairgoers. Debbie asked for help with food sponsors to help with the Queens luncheon and hospitality for the contestants.

Clown Reunion: There has been a good response of 40 that have rsvp'd to come. The clowns can be used for several different things to help with promotion on grounds.

Discovery Ranch – Educational Theme/Initiative: Debbie is interested in collaborating with general projects and 4-H in the Events Center. Debbie explained Initiative 16 and what it could mean for the future of the Fair. She said that everyone needs to educate themselves and help educate all our patrons.

P.S. Miller Day: Debbie moved to approve Sunday as P.S. Miller Day. It will be brought to the Fair Board meeting.

Dean explained that he, Luanne, and Tim have met several times with the Downtown Merchants Association and have been making great connections.

Rodeo: Craig reported that at the last meeting they discussed budget requests, mutton bustin volunteers, beyond the dirt, hospitality, and firmed up info about the Hometown Rodeo. Dean asked what they need for Mutton Bustin. John clarified that there is a contracted person that handles everything. Dean asked if the Fair Board could be bonded and Luanne clarified she would investigate it.

Show Management

General Project Exhibit Displays: Debbie made a proposal to the Fair Foundation to see if they will make an investment into the displays from General Projects and help pay to update them.

Other

Dean asked Luanne and Tim for their perspective on the COVID restrictions for Fair. Tim stated that he has not heard anything about planning but is awaiting those comments. It looks like a good outcome for Fair, just waiting to see what comes out of the State Public Health Order and the Governor tomorrow. Staff has a meeting tomorrow with Tri-County for updates about Fair and will report back with what they find out.

Debbie asked about the current COVID testing site and how long it be at the Fairgrounds. Tim said that it may be turning into a vaccine site and testing would move to the Justice Center.

Administrative Committee

Budgeting Planning: Sonia and Luanne gave the committee an overview of the budgeting process from the budget set-up at the County level to when the budget is given to the Fair Board and committees. Sonia presented a definition of terms and the overall budget. She also gave an overview of the supplemental budgeting process. The committee asked if there was a best practice for wording on the request forms to make them more appealing to the commissioners. Staff clarified that it is best to make it fit into one of the commissioner's initiatives.

Staff Spreadsheet Review: Dean would encourage everyone to go look at the spreadsheet as there is a lot that says pending committee input.

Next Meeting:

May 13, 2021

Comments: Pam commented that the Fair Foundation has not had any discussion about anything that they are doing for Fair. Debbie said that they said the same thing that Fair Board has not approached them to ask for money. They are waiting for asks from Fair Board as a group. The May Foundation meeting would be the perfect time to give them the Fair's ask. She also reminded everyone that the Cowboy Ball is set for May 1st.