



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

**THURSDAY, MAY 13, 2021 AT 6:30 PM**

**EVENTS CENTER CONFERENCE ROOMS**

**MINUTES**

**Meeting**

**Attendance:** Tim Hallmark, Luanne Lee, Michelle Bartlett, Ben Alderton, Lora Talbert, Pam Spradlin, Craig Sloan, Debbie Mills, Wes Jacobs, Pat Candelaria, Scott Candelaria, Dean Elliott.

**Committee updates**

**Awards:** Pat reported that all is going well. The committee is focusing on the animals first, then will focus on all others.

**Livestock Sale:** Pat reported that the committee would like to ask Fair Foundation for assistance in paying for the online auction software. The sign will be more than last year, so additional funds will be needed for that as well. The committee will be doing a pre-sale mock sale on May 21 and June 9 and the full mock sale on July 14. The committee selected Broken Bones BBQ as the caterer. The florist is on board and will provide red, white, and blue flowers. Something new for this year is that advertisements can be added on the online software, the committee is looking into how to get sponsors for that.

**Marketing:** Debbie reported that the committee has attended three rotary meetings so far (Lone Tree, CR and Parker), and they have been very productive for the Livestock Sale, Volunteers and Mutton Bustin. Rotary Clubs are very service oriented, and they are more than willing to help. Tom Harris has been a big help at these meetings. Nav Point Global is a new rodeo sponsor and Kiana Creek Ranch is in for a \$10,000 sponsorship. They would also like to sponsor any unsponsored awards. Noah gave Debbie a list of about 6 construction company contacts and John Adams gave her a list of about 12. She plans to reach out to them ASAP. Dean suggested Suburban Topper as a potential sponsor as well. Colorado Wildlife Council and Colorado Beef Council are very interested in investing in us and helping with any educational materials for Fair. The Souvenir Program is not going to make

the June 1 deadline and has been pushed back to June 11. The program will be mostly virtual. Debbie has sold three full page adds so far. The marketing coffee sleeves have been a huge hit so far and the committee would like to investigate ordering more. Alpine lumber is a sponsor for the Old West Town and is donating lumber to build the town fronts. SkorIt is a program that will be here on site to engage fans and will give away t-shirts etc. for first 3 places. The Cowboy Channel has agreed to come back, which is a huge honor.

**Rodeo:** Craig reported that the committee talked about budget requests and projections. Deb Dilley will be doing day sheets this year along with securing National Anthem singers. They also talked about doing contestant postcards to send to all past contestants. Hayden will be taking over the Hometown Rodeo this year in Monty's place.

**Entertainment:** Lora reported that all entertainment is pretty well all wrapped up. The committee talked about budget requests for 2022. The Long Run Band who is performing on Friday night has quite a following, and she is unsure if there is enough room on the Midway, so she would like to put them on the platform stage. The committee discussed all the options for this, and it was decided that with all the congestion after the rodeo and logistic involved, this would not work for 2021.

**Show Management:** Ben reported that almost all the judges have been secured. There was a lot of discussion at the Show Management meeting regarding the announcement of judges. Ben would like to bring that topic to Fair Board after this year's Fair. Dean asked what the Executive Committee's consensus was for releasing judges' names, all agreed to discuss again after Fair. Ben discussed that instead of doing a full Show Management meeting in June, he and Hayden would set up individual Superintendent meetings throughout the month. He reminded the committee that Dog Rules need to be approved at the next Fair Board meeting. Pam asked Ben about the discussion at the last Show Management meeting regarding only having a hard deadline for Fair Entry and not a grace period after. Ben clarified that back in January, the Fair Board approved in the CRR that a deadline is a deadline and **NO** protests will be accepted due to a missed deadline.

**Guest Services:** Dean reported that he talked to the LDS church and are asking for both missionaries and other volunteers. Dean reached out to the Douglas County School District and they responded tonight saying they would send information out to all schools. Business Cards have been created to help guide to our website via a QR code. Orientation will be done virtually, and all waivers will be done via DocuSign. The County is also helping by creating a press release regarding volunteers.

**Staff:** Luanne reported that Synneva gave her resignation and May 28 is her last day. The position has been posted and will be an Event Coordinator position working on both Fair and year-round events. Michelle and Luanne will tag team the committees. Moving forward, all three coordinators in the office will be Event Coordinators and will work on Fair and year-round events. Tim proposed getting magnets made to put on Douglas County vehicles that promote Fair. Debbie will investigate pricing and quantity.

**Spreadsheet review:** Dean encourages everyone to look at the spreadsheet and make sure that they are staying up to date with everything. The committee asked that the spreadsheet be sent out in PDF form instead of the current link.

**Review Chuck Passaglia presentation:** Dean thought that it was a great training and that it would be great to have him come in at a later date and talk about other things. He asked the committee to give positive words about the presentation: Funny. Good Points. Positives. Make sure he comes to Fair. Eye Opening. Beneficial. Like to see it more often (every 6 months). Engaging. Interesting. Very Pleased.

**Discussion of Memorandum of Understanding:** Dean reported that he and Mark Moore have been working diligently on the MOU with the County and the Fair Foundation. The MOU has been an operating document for 9 years with no changes, so he is excited about the new opportunity. The document describes the relationship between the Board and the County and how to keep the Fair going if the County ever decided to stop supporting it, how to use the PS Miller money and has set six dates for no charge fundraising events (Cowboy Ball, Ghost Town Hoe Down). Fair Board has also been added to the MOU.

### **Budgeting Planning (reminder for May 21 deadline)**

**Future Fair Dates – Carnival Planning:** Luanne clarified that the Carnival vendor struggles because many Fair Dates are on top of each other during the summer. With our current vendor, they have a loyalty to another county which will make it so we cannot have a carnival if our dates overlap. We know that moving dates affects contractors, rodeo, the school calendar, etc. but this is a very important thing to look at for the future. The BOCC has made it clear that having a carnival is at the very top of their priorities, the bigger carnival the better. The Carnival does not cost us anything, but we get revenue from it. Dean reported that a few cons he had heard about moving dates include: kids having to finish out their animals for sale by a certain time, rodeo contracts are already signed through 2023, and the rodeo committee has been trying to get branding and recognition from PRCA that DCFR is the first week in August. The Executive Committee created a subset group of

Directors to come up with all the data to really think about how to solve this problem.

**Parking:** Dean reported that in his experience, he has never really been convinced that the colored lots have had a large impact. This year, there will be no colored lots for parking. The only ones that would still be permitted would be the Buyers, Fair Board Directors, and volunteers. The Commissioners would like to see a VIP Experience (Charge more for a ticket) but want to have VIP Parking. The Executive Committee agreed.

**Camping:** Luanne reported that through the Revenue Committee, it was discussed to potentially charge for camping. The Commissioners do not want that, but if need be in the future everyone would need to be charged the same, 4-H camping and rodeo contestants. Camping will be located inside the fence, but a little bit different. From the Large Animal Barn to the East, will be for rodeo contestant parking and from the Large Animal Barn to the fence will now be camping. The spot where the panel trailers are will be extended to accommodate the approximate same amount of spaces that used to be on the other side of the Large Animal Barn. This will help with both camping and rodeo parking.

Dean sees camping as a Guest Service and would like Guest Services to help in any way that they can. Scott clarified that the 4-H kids help mark out the spots and get everything set-up. Ben reported that he and Hayden had discussed for the 4-H camping, most of those people will go to the Show Management Chairs or Fair Board Directors that they know, so it may not be helpful for Guest Services to be involved. Gabe agreed to split it with Show Management but will talk to everyone on how to split duties.

**West Gate:** Dean proposed to the committee that West Gate be closed and only have the Events Center open. Tim explained that the concerns for having West Gate closed in the past, were that the West Gate was not securable, but is now. Dean proposed a hybrid model of using both areas, but only using West Gate during peak times. The committee agreed.

**Other:** Debbie gave an update that the Cowboy was a great success. The Fair picked up two big sponsors from people attending the Cowboy Ball.

Dean informed the committee that he and Scott have a meeting on May 3<sup>rd</sup> with the BOCC. Scott said that he would talk to them about helping to link Fair Board to big companies for sponsorship and volunteer opportunities.

**Next Meeting:**

June 10, 2021

**Comments:**