



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY JULY 14, 2022 AT 6:30 PM

EVENTS CENTER CONFERENCE ROOMS

MINUTES

Attendance: Sonia Ormsbee, Pat Candelaria, Phil Riesselman, Wes Jacobs, Dean Elliott, Scott Candelaria, John Adams, Craig Sloan, Jennifer Foss, Luanne Lee, Pam Spradlin, Tim Hallmark, Lora Talbert, Allison Paul, Debbie Mills, Michelle Bartlett, Sarah Fischer.

Meeting

Discuss 2023 Budget: Tim gave an update that all budget requests have been submitted via the last Fair Board meeting. These will not be decided on by Commissioners until November or December. The December Public BOCC meeting is where the budgets will be approved. He reminded the committee that all requests for the County are all in the running for next year's budget.

Dean asked staff to give an update on ticket sales thus far. Staff reported that ticket sales are low at this time, especially for the Thursday and Friday rodeos. Any promotion that the Fair Board can do to sell tickets would be great. Staff has been boosting posts and events on social media and that seems to be helping with sales. Debbie gave an update that the Mammoth Lacrosse team, who just won a championship, will be on grounds on Thursday. We are hoping that they will bring in fans as well.

Poultry Show Review: Hayden reminded the committee of the plan for abridged poultry shows for this year.

Food Vendors: Staff gave an update that the original concessionaire that was lined up for Kirk Hall backed out due to staffing issues. A new vendor has agreed to come on board but cannot staff the Pavilion hours. Luanne is working with a Boy Scout troop and potentially 4-H clubs to fill this gap. Luanne is also working on getting a snack vendor for during the Livestock Sale. Tim has already started a conversation with the Knights of Columbus for this year and last year. Alcohol will only be sold out of the designated beer gardens and Kirk Hall is just a seating area with

entertainment and a mother's nursing station, as well as other various entertainment.

Final Updates Before Fair

Fair Security: Staff held a Fair Security meeting today with the security team and the Sheriff's Office. There is a full plan in place and the Operations Center will be in the basement of CSU. Met with Castle Rock Fire to reiterate that the security center is notified every time 911 is called for anything. Staff will meet them at the upper dirt lot to bring them to the incident. General security will be the same as it has been in the past, there are more cameras on grounds this year to help monitor the grounds. The homeless population has gone up recently in Douglas County, so we need to watch our grounds a little more. Dean wanted to remind everyone to watch out for each other and help each other to their cars at night, etc.

Media/Protest Engagement: If there are any media requests that come in: Madelaine Gaskey with Maverick media will be here to meet planned media on grounds, if there is unplanned media on grounds, please make sure you notify staff right away so we can get them to Wendy Holmes and can disseminate them to the appropriate subject matter expert. If planned media is on grounds, they need to go to the office to obtain a press pass. Guest Services will help with this.

Other:

Livestock Sale - Livestock Sale TVs worked well. The Mock sale was last night, and the Committee went through the whole sale start to finish. They will do a mock wrap up tomorrow as well to be prepared. The Committee will recognize Bill and Lindsay Serrell at the sale and hold a moment of silence for Jo Spencer and Bill Meyers who have also passed away. As a reminder, there will be no online sales this year, not even add-ons. The committee is working with Fair Entry to set-up a few things for future years, including multiple buyers having the same number when registering online. The committee is meeting with Fair Foundation tomorrow to discuss a fee structure for late payments (5% late fee after 90 days, past 120 days 10%). Cowboys After Hours is coming this year, but will be coming to the BBQ, so they will need to up the catering order. Cowboys after hours will be on the platform from 4:30-5:30pm for a reception ahead of the buyer BBQ.

Rodeo -PRCA Youth Camp – Only 8 kids are signed up currently. The Committee is doing more marketing starting on Monday. Hometown Rodeo plans are falling into

place. Entries for PRCA closed last week with a good number with good caliber contestants. Scott will bring hay for the stock in on August 1 or 2.

Show Management - Camping is full for this year with a waitlist. The committee discussed a few entry questions. These will be taken to Fair Board for a discussion.

Director Parking – Director's will have assigned areas with dash passes again this year. Make sure you have your phone number on the dash pass. Everyone needs to adhere to parking spots as this is important for EMS to move around grounds.

The Highlands Ranch Community Association event is on Tuesday, July 19 at the SouthRidge rec center. Lora Thomas has asked for volunteers to join her at this event to promote the Fair. Phil, Debbie, and Jennifer will attend.

Castle Rock Chamber of Commerce have come to staff to let them know that they are unsure if they will be able to put on the parade by themselves moving forward. Dean is not advocating that the Fair Board take on the entire responsibility of the parade, but they have asked for support in helping with logistics. Dean asked the Committee to reach out to associates that can help with the parade. As a reminder, there will be no throwing candy this year. The Fair Board float will be handing out otter pops. Scott suggested that Guest Services help to secure volunteers for this in the future. Staff is all hands-on deck to help but have things on the grounds they need to do, so any help is appreciated.

Volunteers – 70% of shifts filled are filled, but only 20% of those are outside volunteers. The County is doing all that they can to fill these shifts with Staff to make sure there is coverage.

Next week's Fair Board Meeting – Dean would like dinner at 6pm and then have everyone "walk" the fair to go through everything around the grounds, that way everyone knows what is going on all around the grounds.

Awards Committee is working on ways to promote the award sponsors this year. Kiana Creek Ranch is coming in to sponsor the remaining awards that have not been sponsored this year.

All ticketed events this year will be wrist banded. When everyone picks up their packets on workday, they will receive tickets but will need to go to the entrance day of to get wristbands for your tickets.

Marketing – The new QR Code stickers are in, please help to spread them out around town. Debbie has put them all around town, please help her to disseminate. Souvenir programs are in. Marketing is pushing 20% off on tickets. The committee has done lots of advertising on Farm to Table this year including in the City Lifestyle Magazines. Royalty went to several daycares and schools, handed out 200 GA tickets to have families attend the Fair. Coasters and coffee sleeves were very popular this year. Fox 31/CH 2 and Channel 7 interviews are coming up with royalty and 4-H as well as Farm to Table Chef. John would like to ask for a weather update before each rodeo as advertising in the future.

We have \$250,000 in sponsorship this year, \$200,000 in 2021. Lots of new sponsors have reached out this year. Debbie gave an update on all new and past sponsorships. Colorado State Patrol did a very nice memorial to Makayla Dame and there will be a portion of the Sunday Rodeo dedicated to her.

The Admin Committee finalized their schedule and all activities coming up before Fair.

Luanne updated the Committee that several staff are now certified to fly drones. We have scheduled staff to get pictures from the drone during Fair.

We also have two new costumes coming a steer and sheep and Debbie has a pig costume. Or plan is to use the sheep to guide people to Mutton Bustin.

Entertainment has a lot of good activities including Axe women, dueling pianos, top hogs, and a photo booth in Kirk Hall with DCFR back drop.

Allison updated the Committee that 4-5 dumpsters have been painted by local artists. This has been a big hit and we are receiving more inquiries for how people can partake. This is a great way for us to beautify the grounds.

Next Meeting:

August 11, 2022

Comments: