

DOUGLAS COUNTY FAIR BOARD
February 18, 2021

The Douglas County Fair Board meeting was called to order at 6:30pm on, February 18, 2021 by Dean Elliott, Chairperson. The meeting was held in the Events Center Conference Room at the Douglas County Fairgrounds. The Pledge of Allegiance was recited.

Board Members Present:

John Adams
Ben Alderton
Pat Candelaria
Scott Candelaria
Dean Elliott
Sarah Fischer
Jennifer Foss
Tom Harris
Wesley Jacobs
Shawn McWhorter
Debbie Mills
Phil Riesselman
Gabriel Ryan
Hayden Schmidt
Craig Sloan
Pam Spradlin
Lora Talbert

Associate Members Present:

Nick Candelaria
Anneliese Phippen
Matt Coyle
Laura Martin
Scott McHenry
Pat Salazar
Rob Tkach

Staff Present:

Michelle Bartlett
Kirsten Cowan
Synneva Knopp
Luanne Lee
Nicole Speeding
Laurie Anderson

Standing Members Present:

None

Public Meeting

Board Members Absent:

Monty Anderson
Arlie Gordon Jr.
Jack Orr

Associate Members Absent:

Barry Borges
Darlene Craven
Deb Dilley
John Holst
Chayce Lutz
Kyle Moore
Patti Russell
Dick Sabulsky
Jessica Smith
Todd Spencer
John Woodrick
Phillip Woodrick

Staff Absent:

Barbara Drake
Kyle Christensen
Tim Hallmark
Mike Ehmann

Other Guests:

Mallory Latimer
Grace Pool

Public Comment – None

Approval of Last Meeting Minutes – Craig moved to approve the January minutes. Phil seconded. All approved.

Treasurers Report – Wes presented the final 2020 budget to close out the year.

Fair Management Report – Staff reported that they are working with Ticketmaster and ShoWorks, working to get 2021 proposed fee changes approved, creating schedules and timelines and sending out contracts.

CSU Extension Director Report- Nicole reported that March 1 is the deadline to sign up for 4-H and to enroll in Livestock Projects and most General Projects. She also noted that Exhibit Day will be held in the Events Center on 7/24 and requested Fair Board participation. Super Saturday will be held 4/24 and Nicole requested a Fair Board member to judge the speech and demo contest for \$75/contest. Fashion Revue will be held Friday, August 6 at 1:00pm on the Midway Stage. Nicole inquired about the possibility of having Elbert County participate. The Board said that she would need to get approval from Elbert's County 4-H agent first and then present it to the Board.

4-H Youth Council – June Show is scheduled for 6/4-6/5. Senior officer members will serve as superintendents.

4-H Leaders Council- None

Guest Organization Reports

Fair Foundation- There will be a meeting 2/24. The Cowboy Ball will be \$50 per ticket and limited to 175 people. The theme will be Turquoise & Tequila with Carlos Washington performing.

FFA – Michelle read a report received from Ariana Simonds: “FFA Week is going great so far. The students have dressed up for spirit days all week. We had a fundraiser at Culvers last night that I believe went well! We are doing a Beef Drawing for our FFA Week Fundraiser. Tickets are on sale until 3/3. The Flyer is attached. Please use the QR code or see an FFA Member to purchase. We are still working on planning Oyster Fry. Details will be sent out as soon as we finalize our plans. There are still many regulations that we have to follow with Douglas County School District. Information will be posted on our social media sites (Facebook and Instagram). As far as state level events such as Career Development Events, they are still being planned at the State Level but it sounds like most everything will be virtual this spring as well.”

Committee Updates

Guest Services Committee- The volunteer website is up and running and communication is being sent out to past volunteers.

Marketing Committee- Debbie provided a brief sponsor update and reported that she and Jennifer had met with several advertising partners to start making decisions and outlining a marketing plan for 2021. She also gave an update on the status of the Souvenir Program and asked that everyone get their items turned in by the deadline or it won't be included. The plan is to have the Souvenir Program 100% ready to post online by 6/1 and make any necessary updates after that before printing.

Entertainment Committee- Lora gave a summary of the entertainment lined up including a Barn Dance in the Indoor Arena, an Old West Town in place of a carnival, Bands on the Midway Stage and various walkaround entertainment.

Livestock Sale Committee- Phil announced that the committee is considering having a food truck instead of a caterer, the buyer hats have been approved and the photographer is able to come on Wednesday, which solves the previous scheduling conflict. He also stated that the committee will be using ShoWorks to facilitate a hybrid sale and Michelle sent a couple webinars to watch to get more information.

Rodeo Committee- Craig stated the PRCA applications have been submitted and vendor contracts are going out. Debbie announced that the Hall of Fame will not be hosted at the Douglas County Fair & Rodeo in 2021, but there is an opportunity to host the Funny Man/Clown reunion.

Show Management Committee- Ben stated that the committee has lots of verbal commitments from judges, Michelle is working hard to get contracts out and only 3 more need to be secured. Ben proposed the concept of having the carcass contest winner announced before the Sale instead of at Achievement Night in order to allow the winners to have a competitive edge and potentially sell their animals for a higher profit. Discussion followed and some concerns were raised specifically in regard to mistakes made in prior years. Pat pointed out that if there was an error and the incorrect exhibitor profited from the false results in the Sale, there would be no way to undo it and people would be very upset. Michelle said that she and Kirsten have put safeguards in place to ensure there will be no mistakes made this year. Shawn said it may be a problem if an exhibitor wins the carcass contest, but that animal is not in the Sale. Wes and Phil disagreed as the Sale animals are chosen by ranking. The decision was tabled so the Livestock Sale committee could explore the concept further.

Executive Committee- The committee met and discussed the Feast at the Fair, the Saturday Night concert and the budgeting process. Dean expressed interest in bringing back the Administrative Committee.

Old Business

Old West Town Update- There will be a handful of town facades such as a bank, school, mercantile, livery and jail. There is a possibility of having a chuck wagon display, Indian dancers, pony/train rides and long horns on display. CALF and the Farm Bureau may also have displays near the old west town.

Awards Committee

Pat discussed the Shooting Sports Sportsman Award. She let the superintendents know that the award is on the Fair Boards list and requested that the dollar value of the award is not raised as the effort is being made to try and create consistency amongst awards.

Discussion followed on the need for some exhibitors/projects to receive greater recognition at and outside of Achievement Night. Phil proposed the idea of having a booth at Fair to highlight all the contests and projects that occur outside of the main week. Debbie suggested doing an article in the Souvenir Program as well.

Current Directors

Dean asked everyone to sign the Code of Conduct and turn it into the secretary at the end of the meeting. Staff will send it electronically to everyone who is not present at the meeting.

New Business

Dean stated that he and Tim met with Commissioner Teal and presented the Fair Board's history. They discussed current activities and goals for the future. He said it would be beneficial to everyone to hear about the history if they haven't already and asked staff to provide the overview to the committee chairs.

Director Comments

Dean challenged each person on the Executive Committee to find two new sponsors and wants every Fair Board member to be aware of businesses in the community that they do business with and who they are in contact with in order to grow sponsorship opportunities.

Dean asked Luanne if she could provide clarification on the meeting schedule and if staff would be at the March meetings since they weren't in January. Luanne clarified that staff was present at the January meetings and would be in March as well.

The meeting adjourned at pm. 7:30pm.