



DOUGLAS COUNTY FAIR BOARD- RODEO COMMITTEE MEETING

MONDAY, MARCH 8, 2021 AT 6:30 PM

FAIRGROUNDS EVENTS CENTER CONFERENCE ROOM

MINUTES

Attendance: Craig Sloan, John Adams, Debbie Mills, Hayden Schmidt, Deb Dilley, Chayce Lutz, Tim Hallmark, Scott Candelaria, Pat Candelaria, Gabe Ryan, Jennifer Foss, Luanne Lee, Michael Ehmann, Synneva Knopp

Meeting

Budget

2021 Review

The Committee reviewed the 2021 Budget. It was clarified that the committee had the same budget as they did in 2020. Debbie made the comment that costs associated with the hospitality tent may be higher as there is the anticipation that many restaurants won't be able to donate as much as usual due to COVID.

2022 Requests

Box Seats- The committee expressed interest in having box seats made to create a VIP experience and increase sponsorship potential. Tim commented that when they got bids for box seats in the past, they were so expensive that it would take an extremely long time to recoup the costs in ticket sales or sponsorships. He said it would be more likely to add box seats if the grandstands were to be redone over putting box seats above the chutes. The entire Fairgrounds is being looked at to see how to maximize its utilization and potentially creating different venues.

Purse Money – The committee would like to see \$2,000 added per event, which would equate to approximately \$18,000 in added monies. When asked for reasoning behind the added purse money, John said that it would produce a higher quality contestant line up. Hayden said he understands the draw of

having better contestants but questioned if it would put Douglas County in a higher bracket of rodeos and have the potential to increase revenue. John said yes. Tim challenged the committee to try and streamline their costs to increase their purse.

Tim said that the committee would need to investigate and come up with qualitative justifications for each budget request.

Mutton Bustin'-

The Committee is going forward with mutton bustin' in 2021 and doesn't anticipate any restrictions.

Beyond the Dirt

Beyond the Dirt is currently scheduled to be in the Indoor Arena. The Committee would like to keep it in there, but think it's important to increase signage so people are aware it's happening and can participate.

Hospitality

The Hall of Fame induction weekend will not be hosted at the Douglas County Fair & Rodeo this year, but instead, Debbie has arranged to host clown reunion in conjunction with Kent Sturman and anticipates 30-40 clowns and their spouses. It was determined that the clowns can assist with Beyond the Dirt, Mutton Bustin' and will sign autographs. Debbie thinks it would be nice to have them recognized at the Saturday performance with the possibility of having them ride in the Kiefer Hitch.

Debbie explained that all 4-H projects are moving into the Events Center, and Kirk Hall will be utilized for beer sales and extra seating and be decorated as a saloon as a continuation of the Old West town theme. Contestant hospitality will also take place in Kirk Hall and be closed to the public from 5:00pm-7:00pm. Laura Martin asked if we could livestream the rodeos to the inside of Kirk Hall. Tim said that Kirk Hall has the infrastructure so it might be doable.

Veterinarian

Littleton Equine has been secured.

Hometown Rodeo

John reported that Arlin Lepp is all set to be the contractor for Hometown Rodeo and also proposed the idea of handling payouts the same night. Pat Candelaria said she liked the idea, but it would be adding another person to the crow's nest. She is also concerned how it would work logistically because there is no way to precalculate the payouts.

Might need to have security

Payson Peterson is confirmed to be the announcer.

Arlin Lepp also said he would serve as a judge. John said he will call Monty to see if he has any other suggestions for judges, but if not, Arlin said he might have someone who can do it.

There was discussion on the Hometown Rodeo equipment as far as who it belonged to and where it was stored because some items were missing last year like flour. John noted the equipment has been an issue in the past and he would ask that 1-2 people be in charge of it. Hayden said he would be happy to be in charge of it. Moving towards keeping it all in one location. Luanne asked that the equipment be inventoried at least 2 months before so that if anything needs to be ordered it can be.

Hay

The Committee is going to look at different hay brokers since Jack is gone. Synneva said the cost is always under \$5,000 so there isn't a formal bid process.

New Time Proposal from WPRA –

The WPRA asked if we would be willing to switch the slack time. The committee discussed this possibility, but ultimately decided they would not be able to accommodate the request.

Marketing

Debbie reported that selling out the rodeos is our main priority and the Marketing Committee will be sending out postcards to contestants June 1.

Jackpot Roping—Arlin proposed having a jackpot the night before the Hometown Rodeo since he would already be bringing the stock. There was some discussion on the added work this would cause for the Rodeo Committee and County Staff. Luanne said they would take a look at the logistics of it. When asked about potential revenue from the event, John stated that it would only be a few hundred dollars.

Other

Next Meeting:

April 12, 2021

Comments: