



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY, NOVEMBER 12, 2020 AT 6:30 PM

VIRTUAL MEETING

MINUTES

Meeting

Attendance: Scott Candelaria, Tim Hallmark, Wes Jacobs, Dean Elliott, Michelle Bartlett, Luanne Lee, Synneva Knopp, Craig Sloan, Debbie Mills, Pam Spradlin, Ben Alderton, Phil Riesselman.

Staff Update: Michelle gave the committee an update on IAFE awards won for 2020. Almost every area of the Fair won an award. Synneva gave an update on staff activities since the last meeting and that there would be more to come in the committee reports from each Chair. Dean asked the staff if bullet points lists from each committee meeting will work for consent agenda. Staff agreed that bullet points worked perfectly.

Budget Review: Dean asked the committee to look at the budgets that staff sent out with their committee at the December meetings and find things their committee could cut or any ideas for new events to generate revenue. He feels there is a sentiment from the Board of County Commissioners that the Fair should work its way to becoming self-sustainable. He does not anticipate this happening until a few years into the future, but hopes to gradually start working that way and has hope the Fair Board can make it happen. Dean told the committee that if the Fair Board can't get there his way, he will get there by asking Tim and Luanne to work their magic with the County to ask for a supplemental budget. He wants to be able to arm Tim and Luanne with a good combination of cutting expenses and other revenue streams.

A few ideas that Dean came up with for revenue generating were a classic car show or a drive-thru Fair experience.

Committee Updates:

Guest Services: Dean informed the committee that because he has taken over as Chair of the Fair Board, he can no longer be Chair of Guest Services. He is concerned that there are no other Directors on the Committee. Scott corrected him that he attends the meetings and is a Director, so that wasn't a fair statement. Dean apologized and asked if anyone had any suggestions on who could replace him. He also informed the committee that there will be a few vacancies on the Fair Board next year and it could be a possibility to have those individuals step up. Wes asked about Rob Tkach, but it was pointed out that he is only an Associate Director and is very involved in the Show Management and Livestock Sale committees. If the committee doesn't have any recommendations, he can absolutely throw it out to the Fair Board at the meeting next week, and if no one volunteers, this can be a spot where a new Director can help. He expressed that there are current Directors who need to step up too.

Show Management: Ben informed the committee that all superintendent applications and judge recommendations have been received and that those names will be brought to the Fair Board next week for approval. Hayden is in the process of forming the Rules Committee; they understand that they are on a time constraint with the deadline for the book to be out on time. One idea that Ben would like the committee to think about is charging for Open Class entries to help generate revenue.

Scott asked the committee why there has always been a push to release judges names before Fair and if it was stated anywhere in the rules or bylaws that it had to be done that way. Ben stated there is not a rule in the CRR that judge's names must be released, but if anyone would like to make a rule, that's something that the Rules Committee can investigate. Michelle clarified that the judge's names are not released until much closer to Fair, so there is a lot of time for the committee to discuss later.

Livestock Sale: Dean informed the committee that they had decided to do an online component for the Livestock Sale. This would be an additional cost that was not put in the budget last year and would need to be asked for in a supplemental budget.

Phil stated that a lot of the information discussed was sent out to the committee after the meeting and will need to be discussed in January as they are not having a December meeting. Phil also expressed to Dean that the Livestock Sale budget is already strapped and there are not a lot of things that can be cut out.

Rodeo: Craig informed the committee that at the Rodeo meeting, they went over stock contractors, Hometown Rodeo rules, and chair recommendations. The committee recommended that John and Craig remain as CO-Chairs instead of what had been discussed before as Chair and Vice-Chair.

Dean reminded everyone that there was a change to the rules last year that prohibited directors from being Co-Chairs, reiterating that Vicky Starkey had pushed for a linear structure for Chairs. Although Dean would like to readdress the policies and procedures over the winter months, he wanted to bring up this issue to the Fair Board to be considered before then. If approved, this would grandfather the Rodeo committee in for 2021, meaning Craig and John could be grandfathered in as Co-Chairs. He wanted to bring it up in Executive before bringing it up to the whole Fair Board.

The committee agreed that Co-Chairs would be fine if each committee still only had one vote at the Executive level. This would add equality to the two roles that seems to already be there, even though there is a title difference.

Wes questioned whether both Co-Chairs would come to Executive or if it would be one or the other. The Executive committee has always been a small committee, so if both come, it makes the committee too big. Craig said it would probably still just be him, but if both John and him wanted to attend then he feels that they could. Wes suggested that the Committee needs to re-look at the policies and procedures before deciding.

Dean will draft a motion this weekend to bring to the Fair Board and will send it out to the Executive Committee first. He asked if Vice-Chairs could be Associates Directors in the past?

Pam stated that Associate Directors have been able to be Vice-Chairs in the past, but again agreed that the policies and procedures need to be looked at. Scott agreed and mentioned the Show Management committee was told that the Chair and Vice-Chair had to be Directors and that it needs to be the same across the board.

Ben asked Dean and the committee to consider allowing Show Management to have either two Vice-Chairs or to have an additional Co-Chair. He would like someone to assist with Open Class.

Pam agreed, but expressed that for her personally, she would like one person in charge of the committees to have one person to go to, not to convolute things with having Co-Chairs.

Marketing: Debbie informed the committee that at the Marketing committee meeting, they reviewed their budget, including expenses and decided to focus on selling out the rodeo. An idea that was had was to make Sunday a family day instead of free day at the Fair. As far as marketing materials go, the focus this year is still to attract contestants and the public.

Dean asked Luanne and Tim to discuss ticket prices as that responsibility no longer lives with Marketing or Guest Services. Luanne informed everyone that staff is looking into and putting together some ideas for ticket prices based on industry standards and would like Executive and Fair Board to look it over at the upcoming meetings. Tim agreed that it will be a priority to discuss at the December meetings. Dean told Pam to take note that this will be discussed in December. Dean would also like to discuss a future parking charge.

Phil and Debbie both disagreed at the idea of charging for parking. A long time ago, there was a charge for parking, but you could get into the Fair for free. If a parking charge were to be instituted, it should be something like that, not an additional fee. Debbie would rather have free parking and have a family day on Sunday and call it P.S. Miller day. She has brought it up to Foundation before about sponsoring something like this but would like to discuss it with them again.

Debbie gave an update on how the Fair Foundation Craft Fair went. She thanked everyone involved and reminded everyone how amazing it was to pull the event together within 30 days. The event started with the expectation of more people than was allowed at the actual time of the event. She made the decision to refund each vendor \$50 to make up for the decrease in people allowed. It was a great success considering the limited number of people allowed and was a great opportunity to promote Open Class, 4-H, the Grant Program, etc. The total amount to go directly back to the Fair from the show is \$3,400.00.

Dean thanked Debbie for all the effort but thought it turned out to be a stick in the eye considering the return was only \$3,400.00. He asked Tim and Luanne if the Fair pays tax on every good or service sold at Fair and asked them to investigate this moving forward. Tim confirmed that everything

within the city limits is taxable, but with Commissioner Teal coming in next year, the County is hoping to change the relationship with the town.

Fair Foundation: Dean gave an update to the committee about Fair Foundation and their want to be involved in the volunteer aspect of Fair. He is happy to work with the Foundation on this through Guest Services, but does not want to hand it over to them. Phil voiced his concern on not wanting to allow things that Fair Board has always managed to go away to any other entity. Wes and Scott agreed.

Dean implored everyone on Executive who also serves on the Fair Foundation to read the bylaws as they continue to update them. He volunteered Pam to take down everyone's comments via email by Saturday afternoon. He and Pam will then talk to Dani and bring those concerns to her prior to the Fair Foundation meeting.

Tim, Luanne and Dean discussed having all new things discussed and put in place by March. Dean would love to have the discovery center in the Events Center instead of in Kirk Hall. He would like to start looking at spaces around the Fairgrounds and how they can be better utilized during Fair. An example he gave is the Dutch Oven contest.

Dean brought up camping. Although 4-H previously lived the Show Management committee and was mainly handled by staff, Dean would like to have someone from the Show Management, Rodeo, Guest Services Committee to form a new committee to look at camping for both rodeo contestants and 4-H families. He felt the grass lot for contestants this past year was perfect. He wants camping and the experience of hanging out at the Fair to be something that puts the Douglas County Fair & Rodeo on the map. Any ideas are welcome as Tim and Luanne are a lot less about 'no' now, and a lot more about let's discuss why or why not an idea will work. Tim agreed and echoed that some things that may have been no's before are worth looking at and he is happy to do so.

Other: Phil asked Tim, in his opinion, how things are looking for COVID for the upcoming year. Tim let the committee know that he had this exact conversation with the County Manager this afternoon. The County is concerned and worried that 2021 will be very similar to 2020. Tim stated the good news is, everyone knows what to expect and has a feeling that things will be somewhere between last year and "normal". There will most likely be attendance challenges, because people won't be comfortable being in large crowds yet, but that is something that can be worked through.

Phil's biggest concern is that last year, the sale had to be in the Indoor Arena, but if there is a Hometown Rodeo that night, it will be impossible. The traffic of everyone

in and out will not work. There are too many logistics to do the sale in the Indoor Arena again. He feels that the sale will have to be in the Pavilion or no rodeo that night. Debbie and Craig corrected Phil that it would be a PRCA rodeo, not the Hometown rodeo and that it is a large revenue generator for the Fair and would be hard to cut. Tim agreed, but it is only a large revenue generator if the rodeo is at full capacity. If there are still COVID restrictions, the Board will have to go through the same steps as last year and decide what is most important for the Fair.

Phil is also concerned that for the Livestock Sale Committee, not knowing soon is going to be an issue because they need to start planning. Dean agreed that Phil's concerns are valid, but reminded the committee that they all did a great job pulling it off this year and at least they can start planning now. He let the committee know that he is going to push the Commissioners and County Manager to make early decisions and that we will start driving stakes in the ground now and will not be doing things last minute again like last year. Tim assured Dean that was absolutely a part of his conversation with the County Manager.

Dean brought up the topic of ticketing. Historically, County staff have been heavily involved in ticketing and exit and entry. Dean believes that bringing people onto the grounds, not necessarily ticket sales, is a Fair Board responsibility. He would like for the Fair Board to take this responsibility back as it can give the Fair Board back control. He feels that Tim and Luanne are coming to the dance with several different ideas of how to make this happen. Tim agreed.

Dean reminded everyone that the Fair Board meeting is next Thursday and would be virtual.

Next Meeting:

December 10, 2020

Comments: