

The special alignment meeting of the **Douglas County Fair Board Executive Committee** was held on **January 31, 2021** at 10:35 p.m., in the Events Center conference room on the Douglas County Fairgrounds in Castle Rock, CO, the Chairman and the Secretary being present.

Executive Board Members present included:

Scott Candelaria, Vice Chairman
Dean Elliott, Chairman
Wes Jacobs, Treasurer
Debbie Mills, Marketing Co-Chair
Phil Riesselman, Jr. Livestock Sale Co-Chair
Craig Sloan, Rodeo Co-Chair
Pam Spradlin, Secretary and Past Chair
Lora Talbert, Entertainment Chair

Executive Board Member Absent were:

Ben Alderton, Show Management Co-Chair

Chairman Dean Elliott opened the meeting thanking everyone for taking time on this Sunday morning to meet. Purpose of this meeting is to start with a level set and get everyone and everything in alignment for moving forward.

We are in the process of planning for a normal Fair.

Feast at the Fair

Fair Foundation, with Dani and Debbie in the lead, has agreed to take on and drive this event
Alternatives and additions will be looked at. Hay rides for example
Date is suggested to be the 31st of July – that first Saturday of Fair, same day as Hometown Rodeo
Fair Board designated directors to be a part of this event

Schedule discussion

Hometown – July 31, first Saturday
Horse Shows – August 1 and 2, Sunday and Monday
Work Day – Friday, July 30 from 8:00 am to 12:00 pm
Calf Dinner – Moving ahead a week prior to Fair again? Dean will check on.
Animal Health Checks and Weigh In – Tuesday, August 3
Animal shows begin and go Wednesday, August 4 and continue Thursday, August 5
Back up plan if we are unable to hold a normal Fair – Jackpot days like last year
Entire Fair opens Thursday, August 5
Marketplace also opens
Parking in front of the Event center
Entrance and exit to Fair only through the Events Center. Dean will move forward.
Ticket sales on the grounds are only in front of the Events Center. Dean will move forward.
Slack starts at 10:00 am on Friday, August 5
Jr. Livestock Sale begins Friday at 5:30 pm in the pavilion with an on-line auction
Back up plan if we are unable to hold a normal Fair – Indoor Arena
Rodeo – Friday, August 5 starts at 7:00. Chair to check on contracts
Debbie announces a meeting was held with Castle Rock Autoplex. They are in to sponsor all the PRCA performances

Sponsor discussion insert

Dean states that Debbie will be getting with Dani to assure DCR&R and Fair Foundation have two sets of Sponsors and that there is no mix
Dean suggests that we approach Insurance and Auto Body companies to sponsor parking lots with banners that provide landmarks in the parking lots. Help to close the revenue gap
Dean suggests that a sponsor might contract shuttle bus for the parking lot – Dean will check into

Dean states that staff needs to tell us what they need decisions on and when they need them. Dean gets nervous when he hears staff does not have what they need to get things buttoned up.

Continuation of Schedule Discussion

Dog Agility – Saturday, August 7 at 8:00 am– also entertainment

Rental of dog equipment belongs in the Fair Budget
Indoor Arena - Rolled Arena
Beyond the Dirt – Saturday, August 7
Indoor Arena - Rolled Arena
Entertainment on the midway 11:15 am – Saturday, August 7
Band on the Midway 11:30 am – Saturday, August 7
Church – Sunday, August 8 early am
Pancake Breakfast – August 8 – Robin Vogel/ Independent Bank is the contact -Potential Sponsor
Pre-packaged food?
Stick Horse Rodeo
Keeping in the same place each year would be helpful
With Discovery Ranch?
At the Events Center?
Do not place near the toilets again
Scott will check into and work on all the aspects of this

Entertainment

Lora reports in process of contracting walk around entertainment and a couple of bands
Buckstein for a Friday night in Indoor arena from 9:00 to 11:00pm
2 options to replace the carnival:
Vintage Circus
High Wire act, Juggling, Tent
Tables of 8 seats = \$100 or have bleachers with individual seating
Wild West Old Town – Debbie Mills reports
4 Tuff Sheds will be donated for use during Fair
Storefronts to be built by Richard - \$400 each,
storage -Debbie to check with CALF, no room on the FG
Farmers Market – booths
Set up as a midway street
Blacksmith
Sponsor (Bell Mtn Ranch perhaps)
Olde Time Photo Booth
Cows & Calves (\$300)
Longhorn photo
Mini Parade
Pony rides/ petting zoo/ barrel train
Tent – Debbie to check with Fair Foundation on cost coverage
Farm Bureau – Hoop house
Native American Dancers - \$2,100 plus lunch
Soap maker
Bingo Boxes
Roper – Cash (as prior years)
Hold booth money in escrow for return if unable to have a full Fair –
Dean will check into
Pam suggest using high model home balloons for a “visible draw” in various
colors to also give directional landmarks

Saturday Night Concert

Dean is to meet with Tim and Doug; Commissioners are not pushing for a big name band
Scott Durland is willing to negotiate: promotion, tickets, Liquor sales take starting at 5:00, having a
lower ticket performer
Fair Budget has included: trash control, staff for ticketing, extra restrooms, and security
Hayden recommends a lower tier band with a barn dance environment
For 2021 with COVID – have smaller Bands
Saturday night have a smaller band/sound like Buckstein or Carlos Washington
Will horses need to move into the indoor or just have concert in the indoor?
Sunday VIP stage
If a big concert does not take place, Rodeo would want to move the Saturday night Rodeo back to 7 pm

Liquor License – Dean to check on how this is working now that Flying Horse is out of business

County Food Contracts– Dean to check with Synneva on where this is at

Dean states that we need to tell staff how we want to do things.

Using this forum for the big stuff allows us to move forward and gives us alignment on direction

Marketplace

Debbie reports Vintage Market is a possibility to manage this

Consent Agenda and Treasurer Report

Scott states the he feels information is being missed. He would like to go back to the old meeting format. Agrees that Committee Chairs at Fair Board meeting can keep their reports concise, reporting only the highlights

Treasurer has not been receiving the budget report from staff

Reiterates that procedure is to make recommendations from the Committees and approve them at Fair Board meeting by vote when necessary

Dean to follow up on both items

Souvenir Program

Debbie reports that Marketing is discussing doing a digital Souvenir Program with a small print run that would distribute to the library and those directly involved at Fair.

Possibility of selling Souvenir Program in a proper venue

Camping

Tabled

Belongs in Guest Services

An amenity for our Award Winning Douglas County Fair & Rodeo

2 locations? Premier and regular

Contestants?

Charge everyone if charging anyone

Security/Command Center

County added

Costs go into our Fair Budget

Dean reports:

Next week Tim and Dean plan to meet with George Teal. He anticipates Commissioner Teal will focus on attracting the North end of the County and closing the gap on revenue vs. costs.

We need to know COVID restrictions sooner than we did last year. Dean will drive this in February.

Dean closes the meeting stating that he values the input and working as a team to utilize the high level of experience

The Meeting Adjourned at 12:40 pm

Notes provided by:

Pam Spradlin

Secretary to the Douglas County Fair Board

February 18, 2021