

## Minutes of Wednesday, October 19, 2022

### El Paso County Fair Board Meeting

- Board Members:** Mel Trafton, Kate Watson, Don Watts
- Associate Members:** Amanda Sorrell, Michael Miller, Lou Taylor, Amanda Hensen, Mike Publicker, Grant Harris, Ed Dills
- Staff:** Commissioner Carrie Geitner, Theresa Odello, Adam Baker, Andschana Aljets, Dana Nordstrom, Emily Green, Jonathan Vrabec
- Guests:** John Hill, Stacy Cantu, Linnea Frates, Donie Miller,
- Excused Absence:** Matt Zeiger, Dan Fields, Jimmy Cochran

The meeting was called to order by Chair, Mel Trafton at 6:31p.m. Everyone was welcomed and introduced. This meeting was held in Swink Hall. Mike Publicker and Michael Miller were moved up to create a quorum.

#### Meeting Minutes

Kate made a motion to approve the June meeting minutes, 2<sup>nd</sup> by Mike Publicker, the motion and corrected minutes carried with approval.

#### Public Comments

None.

#### Board Comments

None.

#### Action Items:

- A. Andschana presented the theme recommendations for the 2023 El Paso County Fair. Motion to approve "Summer to Remember" was made by Kate Watson, 2<sup>nd</sup> by Mike Publicker, motion carried with approval.
- B. Andschana presented the 2023 proposed Theme Days. Michael Miller made a motion to approve the theme days as presented, 2<sup>nd</sup> by Kate Watson, motion carried with approval.
- C. Theresa presented the proposed 2023 Action plans for each committee. Kate Watson made a motion to approve, 2<sup>nd</sup> by Mike Publicker, motion carried with approval.
- D. Kate presented the updated 2023 El Paso County Fair Queen Manual with some changes. Conversation was held about additional changes needed to cover areas such as social media, legal protection, absences and other concerns. A motion to approve the current manual changes, and to provide new changes at an upcoming meeting was made by Mike Publicker, 2<sup>nd</sup> by Don Watts, motion carried with approval.

## **Fair Board Committee Reports**

- A. Adam presented a short Facilities and Grounds report. Committee meetings to begin focusing on new 2024 Action Items. Adam also gave an update on the Barn Build.
- B. Andschana gave the programming committee updates to include currently in process of soliciting entertainment & ticketed events for 2023 and the growth of Fair Zone.
- C. Andschana gave the Vendor Committee Report updating that we are over 50% of our goal from pre-registration at this years' fair. This is the highest early commitment to date.
- D. Dana gave the Sponsorship Committee report. Returning sponsor communication has begun, and staff has met to discuss sponsorship benefits and goals moving forward.
- E. Andschana & Kate gave the Marketing & Queen Committee updates, highlighting the staff meeting to draw rough plans for 2023 as well as the addition of a social media specialist for the County.

## **Miscellaneous Reports**

- A. Theresa discussed the Fair Advisory Board appointments & elections process.
- B. Andschana presented the Non-Fair Programming & Facility Use update. The next big event is the Country Holiday Fair, there are less than 5 remaining Vendor spaces available.
- C. Emily & Jonathan presented the 4H Report. Discussing Ag Booth & possibility of CAM the Ram at Fair. Possible partnership with CS Forest Service, and invited Board to attend the upcoming meeting.

Next Meeting: Fair Advisory Board meeting, November 16, 2022 @ 6:30pm – EPC Fair and Events Center

Mel Trafton adjourned the meeting at 7:22 pm.