

Minutes of Wednesday, April 19, 2023

El Paso County Fair Board Meeting

Board Members: Kate Watson, Grant Harris, Lou Taylor, Ed Dills, Don Watts, Mike Publicker

Associate Members: Michael Miller, Dan Fields, Jennifer Gates, Amanda Sorrell, Jeff Lapsansky

Staff: Theresa Odello, Seth Taylor, Dana Nordstrom, Adam Baker, Emily Green, AmyJo Fields

Guests: Patty Woodard, Doug Watts, John Hill, Stacy Cantu

Excused Absence: Mel Trafton, Matt Zeiger, Amanda Hensen, Jimmy Cochran

The meeting was called to order by Vice Chair, Kate Watson at 6:31 p.m. Everyone was welcomed and introduced. This meeting was held at Swink Hall at the El Paso County Fair and Events Center.

Meeting Minutes

Mike Publicker made a motion to approve the February 2023 meeting minutes, 2nd by Grant Harris, the motion carried with approval.

Public Comments

Doug Watts presented the flyer for this year's El Paso County Wagon Train event. The event will run both July 8th and 9th. Doug also offered to bring a wagon to the 2023 El Paso County Fair car show.

Board and Staff Comments

No comments.

Action Items:

5.A. AmyJo Fields presented the proposed 2023 Marketing Budget. The budget has been increased by \$5,000 and includes expansion into billboard and radio advertising. Motion to approve was made by Mike Publicker, 2nd by Ed Dills, and the motion carried with approval.

5.B. Kate Watson introduced Aneka Normandie as the 2023 El Paso County Fair Queen. Aneka then presented her fair speech to the board.

5.C. Seth Taylor proposed the endorsement of the New Fair Vests design. Discussion on the logo design and color was heard from many board members and associates. A consensus on the white EPC and Fair and Events Center logos was made. Mike Publicker made a motion to approve, 2nd by Grant Harris, and the motion carried with approval.

Fair Board Committee Reports

6.A. Adam Baker presented the Facilities and Grounds report. This report covered updates on a quote for the outdoor sound systems including PA speakers in the Grandstands Building, updates on 4-H and the water filters for the hog barn, and ideas on how to run more power to vendors.

6.B. Seth Taylor gave the Programming Committee report. Fair entertainment is finalized, and the committee is looking into adding additional events at fair and otherwise.

6.C. Seth Taylor gave the Vendor Committee Report. A large portion of the vendors for 2023 have applied and paid. Some noteworthy additions include axe throwing, BBQ vendor, coffee vendor, and more.

6.D. Dana Nordstrom presented the Sponsorship Committee report. Dana highlighted that the 2023 sponsorship goal has been exceeded and several sponsors such as the US Coast Guard and Amazon have signed on for 2023.

6.E. AmyJo Fields and Kate Watson gave the Marketing & Queen Committee report. AmyJo announced the first edition of the fair 2023 newsletter and requested any fair pictures that the Fair Advisory Board would like promoted. Kate updated the board on the Queen's Corner and the 2024 Fair Queen contest which will be held during the 2023 fair.

Miscellaneous Reports

- A. Seth Taylor presented the Non-Fair Programming & Facility Use report. Seth gave a short summary on events such as the first auto race and boots in the park.
- B. Emily Green presented the 4-H report. 4-H events have had a good attendance of youth from multiple counties thus far. 4-H is also excited to announce they will be searching for another county specialist and hope to have the position filled by August 2023.

Next Meeting: Fair Advisory Board meeting, May 17, 2023 @ 6:30pm – Online via Teams

Kate Watson adjourned the meeting at 7:26pm.