

Minutes of Wednesday, February 22, 2023

El Paso County Fair Board Meeting

Board Members: Kate Watson, Grant Harris, Amanda Hensen, Lou Taylor, Ed Dills, Don Watts

Associate Members: Michael Miller, Dan Fields, Jennifer Gates, Kirsten Swenson, Matt Zeiger

Staff: Theresa Odello, Seth Taylor, Dana Nordstrom, Andschana Aljets

Guests: Donie Miller, Patty Woodard

Excused Absence: Jeff Lapsansky, Mike Publicker, Mel Trafton

The meeting was called to order by Vice Chair, Kate Watson at 6:33 p.m. Everyone was welcomed and introduced. This meeting was held at Bear Creek Nature Center with many attending online via Teams due to inclement weather.

Meeting Minutes

Don Watts made a motion to approve the January 18, 2023 meeting minutes, 2nd by Lou Taylor, the motion carried with approval.

Public Comments

None.

Board and Staff Comments

- Andschana Aljets announced that Fair Advisory Board volunteer hours will now be recorded at board meetings. This meeting's hours will be requested via email after the meeting.

Action Items:

5.A. Andschana Aljets presented the proposed Camping Guidelines & Dog Permit. Motion to approve was made by Lou Taylor, 2nd by Amanda Hensen, and the motion carried with approval.

5.B. Seth Taylor presented the proposed 2023 Vendor Handbook. Minor changes to the format, grammar, and contents were made to update the handbook. Amanda Hensen made a motion to approve, 2nd by Lou Taylor, Grant Harris abstained, and the motion carried with approval.

5.C. Andschana Aljets proposed the endorsement of the 2023 Marketing Plan. Changes were proposed to the preferred mediums used for marketing. Ed Dills made a motion to approve, 2nd by Don Watts, and the motion carried with approval.

5.D. Andschana Aljets proposed the endorsement of the 2023 Partner Agreements. Grant Harris made a motion to approve, 2nd by Don Watts, and the motion carried with approval.

5.E. Theresa Odello proposed the endorsement of the 4-H Community Service & Volunteer Service Awards. Matt Zeiger led the conversation on amending the awards to include FFA nominations. Motion to approve the amended motion was made by Amanda Hensen, 2nd by Don Watts, and the amended motion carried with approval.

5.F. Theresa Odello provided information on Committee Appointments. Dan Fields noted that he should be removed from marketing committee.

5.G. Theresa Odello proposed the endorsement of the Fair Advisory Board By-Laws Revision. These revisions served to update the 2007 by-laws to more appropriately reflect current Fair Advisory Board practices. Motion to approve was made by Don Watts, 2nd by Ed Dills, and the motion carried with approval.

Fair Board Committee Reports

6.A. Grant Harris presented the Facilities and Grounds report. This report covered updates on improving the outdoor sound systems, providing more power options throughout the fairgrounds, and installation of a PA system in the Grandstands building.

6.B. Andschana Aljets gave the Programming Committee report. Fair entertainment is being finalized through procurement, and the committee is moving forward with adding additional events and consolidating the entertainment schedule.

6.C. Seth Taylor gave the Vendor Committee Report. The vendor handbook has been finalized for this year, and the committee is working on a formal check out process for fair vendors.

6.D. Dana Nordstrom presented the Sponsorship Committee report. Dana highlighted that Bird Dog BBQ will be providing food for the fair's VIP luncheon, and she is waiting on responses from additional fair sponsors.

6.E. Andschana Aljets and Kate Watson gave the Marketing & Queen Committee report. Andschana discussed working on the queen schedule and being more intentional with social media usage. Kate reminded the board that the queen contests will be held on March 4th from 9am until approximately 12pm.

Miscellaneous Reports

- A. Seth Taylor presented the Non-Fair Programming & Facility Use report. The next highlighted event is the Boots in the Park Fundraiser on March 11th. Volunteers are still more than welcome.
- B. Theresa Odello presented the 4-H report. 2023 4-H events at the fairgrounds have begun, and minor adjustments are being discussed for county fair scheduling.

Next Meeting: Fair Advisory Board meeting, March 15, 2023 @ 6:30pm – EPC Fair and Events Center

Kate Watson adjourned the meeting at 7:21pm.