

## Minutes of Wednesday, June 21, 2023

### El Paso County Fair Board Meeting

**Board Members:** Mel Trafton, Kate Watson, Grant Harris, Lou Taylor, Ed Dills, Don Watts, Mike Publicker, Amanda Hensen,

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

**Staff:** Theresa Odello, Andschana Aljets, Dana Nordstrom, Seth Taylor, Adam Baker, Ryan Dorough, Amy Jo Fields

**Guests:** Patty Woodard, Carolyn Hall, Dee Trafton, Harry Volkmann, Barb Volkmann, Linnea Frates, Stacy Cantu, Linda Watts

**Excused Absence:** Matt Zeiger, Jimmy Cochran, Jennifer Gates,

The meeting was called to order by Chair, Mel Trafton 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 May 2023 meeting minutes, 2<sup>nd</sup> by Lou Taylor, the motion carried with approval.

#### **Public Comments**

No comments.

#### **Board and Staff Comments**

- Theresa Odello thanked Ryan Dorough for attending the meeting.
- Andschana Aljets announced that Madyson Buhring has been hired as the Fair Office seasonal, but she was unable to attend this month's meeting.
- Theresa Odello recapped the fair presentation at the Board of County Commissioners meeting. She noted that the presentation was received well and thanked all the fair board members that attended.

#### **Action Items:**

**5.A.** Kate Watson presented the 2023 El Paso County Fair Queen Manual. The proposed manual included several updates to the wording and the removal of some items. Motion to approve was made by Grant Harris, 2<sup>nd</sup> by Lou Taylor, and the motion carried with approval.

**5.B** Theresa Odello provided information about Volunteer Requests for the 2023 El Paso County Fair. Theresa emphasized that all volunteers are welcome, and that she will also present the sign-up sheet to the Fair Corporation. Sign-up sheets were passed out at the end of the meeting.

## **Fair Board Committee Reports**

**6.A.** Adam Baker presented the Facilities and Grounds report. Adam reported that three of the outdoor speakers have been repaired or replaced. The water filter for the Hog Barn is ready for instillation before the fair. Two additional 50 AMP plugs have been set up on the fairgrounds.

**6.B.** Andschana Aljets gave the Programming Committee report. Andschana reported that the fair schedule is full of new activities including programs by the Granny in the Garden, safety classes, and contests. A water balloon games has also been ordered for fair as a way to incorporate a fun water experience.

**6.C.** Seth Taylor gave the Vendor Committee Report. Vendor revenue is at approximately \$8,600 over the goal. Grant Harris also gave suggestions on how to improve the vendor survey and sign-up process during this year's fair.

**6.D.** Dana Nordstrom presented the Sponsorship Committee report. All sponsors but three have paid and an estimated In-Kind sponsor total will be available in August. Two of this year's sponsors will also have vendor booths at this year's fair.

**6.E.** Amy Jo Fields and Kate Watson gave the Marketing & Queen Committee report. Amy Jo has advertising ongoing and in the works via billboards, radio, TV, activity pages in restaurants, the newsletter, and at the Colorado Springs' DMVs. Social media will be taken care of a county specialist that has been actively recruiting influencers to attend the fair. Kate mentioned that Aneka has been doing wonderful at various events and that recruitment for the next fair queen is active.

## **Miscellaneous Reports**

7.A. Seth Taylor presented the Non-Fair Programming & Facility Use report. Seth recapped the Summer Vibes Concert event, and Andschana Aljets announced that the event was successful for the beer garden. Upcoming events include Cornhole League every Wednesday and an Auto Race on June 24<sup>th</sup>.

Next Meeting: Fair Advisory Board meeting, July 12, 2023 @ 6:30pm – Swink Hall

Kate Watson adjourned the meeting at 7:13pm.