

Minutes of Wednesday, March 17, 2021

El Paso County Fair Board Meeting

- Board Members:** Lori Harfert, Sherry Bilodeau, Kate Watson,
Gary Paul, Julie Woods, Don Watts, Orbin Hall
- Associate Members:** Pam Dawson, Mel Trafton, Silas Kapphan, Amanda Sorrell
- Staff:** Todd Marts, Janice Brewer, Dana Nordstrom, Adam Baker,
Dayna Buffington,
- Guests:** Patty Woodard, Emily Nelson, Stacy Cantu, Staci Kapphan,
John Hill, Amyjo Fields, Sandra Hoihjelle
- A complete roll not available from all callers or
Video attendees.
- Excused Absence:** Lou Taylor

The meeting was called to order by Chair, Lori Harfert at 6:34 p.m. This meeting was In Person and Virtual available.

Welcome / Introductions – Lori Harfert

Consent Calendar

- A. Meeting Minutes – A motion was made by Kate Watson to approve the February Minutes as written, second by Gary Paul. Motion carried.

Public Comments

Stacy Cantu presented the upcoming Celebrity Round Robin event that will take place at fair to recruit participants.

Lori Harfert mentioned that Gary Paul was featured in an informative article in the Gazette about living in the country, running a ranch and the effects that the drought problems have on ranchers.

Information / Action Items

- A. Marketing Plan 2021 – AmyJo Fields / PIO Office
2021 Theme = Time to Celebrate
AmyJo reviewed the marketing budget, strategy, social media campaigns, sponsor spotlight, project promotions such as the County Love Campaign, placemats in restaurants, creative clovers that will be displayed around the county.

Fair Board Committee Reports

- A. Facilities & Grounds – Adam Baker
Adam gave a brief report on the East gate during fair – use, access, improvements, functionality etc.

- B. Fair Programming – Dayna Buffington
Fireworks for opening night of Fair are confirmed, she met with the local Fire Marshall to review all the current regulations.
Looking at maybe having a Lego competition with other counties.
Pickle eating and ice cream eating contest are set to go.
Sunday afternoon looking at having a Barrel Racing event.
No moving forward with old fashion baseball game this year.

- C. Vendors – Janice Brewer
Vendors are coming along well, new vendors are starting to call for applications and information.

- D. Sponsorship – Dana Nordstrom
GE Johnson has come on as our Presenting Sponsor. Cinch is new sponsor. Farmers State Bank and Mountain View Electric have been confirmed as returning sponsors.

- E. Marketing & Queen – Dayna Buffington / Pam Dawson
Dayna gave any further information on marketing.
Pam gave a report on the queen contest applications

Miscellaneous Reports

- A. Fairgrounds Programming – Dayna Buffington
PBR Event scheduled for May 15th.
Camping at the Fairgrounds scheduled for May 28-29.

- B. Fairground Facility Use – Janice Brewer
Janice reviewed some of the upcoming events for March-April-May.

Next Meeting Wednesday, April 21 – 6:30 p.m. – EPC Fairgrounds
Meeting Adjourned at 7:21 p.m.