

Minutes of Wednesday, November 17, 2021

El Paso County Fair Board Meeting

Board Members: Gary Paul, Kate Watson, Don Watts

Associate Members: Amanda Sorrell, Pam Dawson, Lou Taylor, Mel Trafton

Staff: Todd Marts, Theresa Odello, Dana Nordstrom, Adam Baker, Dayna Buffington, Andschana Aljets, Jonathan Vrabec, AmyJo Fields

Guests: Connie Hamblin, Michael Miller, Michael Publicker, Felicia Publicker, Patty Woodard, Carolyn Hall, Janice Brewer, John Hill, Donie Miller, Jimmy Cochran, Bill Spurlock, Matt Zeiger

Excused Absence: None

The meeting was called to order by Chair, Gary Paul at 6:33 p.m. Everyone was welcomed and introduced. The meeting was started with the Pledge of Allegiance. This meeting was live in Swink Hall. Mel Trafton and Amanda Sorrell and Lou Taylor were moved up to create a quorum.

Meeting Minutes

September Meeting Minutes – Mel made a motion to approve the September meeting minutes, 2nd by Don, the motion and minutes carried with approval.

Public Comments

Connie Hamblin presented a 100" hanging projector screen to the EPC Fairgrounds team as a gift from Granny in the Garden donations. Adam received the gift.

Action Items

- A. Dayna presented the 2022 El Paso County Fair Theme Days and schedule. After discussion regarding the changes, Lou made a motion to approve, 2nd by Kate, the motion and the schedule carried with approval.
- B. Theresa presented the 2022 proposed Facility Use Fee Schedule, with no changes to the current fees. Kate made a motion to approve the Fee Schedule, 2nd by Amanda, the motion and fee schedule carried with approval.
- C. Theresa presented the 2022 El Paso County Fair Gate Fee Schedule. After discussion, the Fee Schedule was modified with an increase to the Golden Ticket to \$65 and the removal of the 4H Leader fee. Lou made a motion to approve the fee schedule with the two adjustments, 2nd by Kate, the motion and Fee Schedule carried with approval.

Fair Board Committee Reports

- a. Adam gave an update on the Facilities and Grounds projects, including; repairing the audio issue in the Crow's Nest, improved/replaced signage, better VIP seating markers, and smoothing the ADA walkway edges and transitions.
- b. Dayna gave an update on Fair Programming, including; theme days, Bull riding, Tractor pull, Demo Derby, Auto Races. Holds have been placed on butterfly show and Cirque Extreme. Currently pursuing a pavilion Band Stage, and new sponsored Fair Zone.
- c. Andschana gave an update on Vendor Committee goals, including currently reviewing all existing processes, vendor lists, online options, and connecting with new product vendors.
- d. Dana gave an update on Sponsorship. 2021 goals were met and exceeded in sponsorships, new sponsors, and Queen program. Updates provided for core sponsorship renewals for 2022.
- e. Dayna & Kate gave updates on the Fair Marketing and Queen Program. Fair Theme will be presented in December. Looking for paid and unpaid interns to help with Fair in 2022, as well as branding for Military Awareness Day and a sponsored Fair Zone.
Fair Queen Clinic and Contest dates are January 15, 2022 and February 26, 2022 respectively.

Miscellaneous Reports

- A. Jonathan gave a report on 4H to include upcoming events, the beginning of the new 4H season, the appointment of new Superintendents, and the approval of the 4H fee schedule with no changes for 2022.
- B. Andschana gave a report on the Non-Fair Programming and Facility use including upcoming and recent events. The largest upcoming event is the Country Holiday Fair on Dec. 11th. Volunteers were requested to help with Vendor check-in and set up in the morning.
- C. Executive Director Report
Todd began his report by acknowledging the service of Junior Hall (and Carolyn) and requesting a moment of silence in honor of his passing.
Todd then thanked the new staff and shared his excitement for the Fair year to come.
The Executive team has reviewed the Fair Board Applicants and made recommendations to the County Commissioners, who have final approval, expecting appointment in December or January. The County Fair received a grant from the Department of Agriculture in the amount of \$70K, which will help with improved entertainment, temporary staff, professional services and possibly a curtesy cart.
Fair Corporation endorsed support in the amount of \$40K, to help with the new barn, fair entertainment, and the Queen program. Special thanks to the Good Sam Club for their work in the Beer Garden which is essential to raising funds for Fair Corporation.

Next Meeting: Fair Advisory Board meeting, December 15, 2021 – EPC Fairgrounds

Amanda made a motion to adjourn, 2nd by Lou, motion to adjourn carried with approval.
Meeting Adjourned at 7:38 p.m.