

**New Mexico State Fair Commission Minutes
Of the Regular Commission Meeting
Tuesday, July 10, 2018
Expo New Mexico
African American Pavilion
300 San Pedro Dr NE
Albuquerque, NM 87108
11:00 a.m. – 12:00 p.m.**

Call to Order by Chairman Kennedy at approximately 11:06 a.m.

Commission Roll Call:

Commissioners present:
Chairman, Larry Kennedy
Commissioner William “Bill” Lee
Commissioner Ruth Bitsui

Pledge of Allegiance: led by Chairman Kennedy

Staff Present:

Ken Salazar, Deputy Director
Bill Nordin, Chief Financial Officer
Joseph Holloway, General Counsel

Introduction of Guests:

Wyndham Kemsley, NMSF PIO
Chris Bellantoni, Social Media Manager

Action Item: Approval of Agenda

Commissioner Lee made a motion for approval of the agenda. The motion was seconded by Commissioner Bitsui, Chairman Kennedy asked if all were in favor of the agenda, and all voted in the affirmative.

Action Item: Approval of Minutes of April 11, 2018 Regular Meeting

Commissioner Lee made a motion for approval of the agenda. The motion was seconded by Commissioner Bitsui. Chairman Kennedy asked if all were in favor of the minutes, and all voted in the affirmative.

Public Comment

None at this time

Chairman’s Agenda:

A. Committee Reports

1. **Racing Committee Report:** Mr. Mourning noted that racing had begun successfully. He also stated that there was much success with night racing and pari-mutuel betting. The races have been packed, due to the hard work of the commission’s work. Mr. Mourning noted that repairs to the grandstand’s stairs had been made.

2. **Arena Committee Report:** Commissioner Lee had nothing to report. Mr. Mourning stated that a cleaned up report would be made available in the near future. He made mention of the Duke City Gladiators' success in their championship, and that Albuquerque's current Mayor, Mr. Tim Keller thinks positively of the arena and its future.

State Fair Management Report

A. 2018 State Fair:

Dan Mourning began his report by stating that the fair is ahead of schedule with regard to scheduling, saying that all concerts are booked, with over \$100 thousand in sales already having been made in concerts alone. Groupon sales have crossed \$15 thousand mark. Mr. Mourning then introduced the theme of the 2018 NM State Fair, "Love is in the Fair" saying that the fair is about love, between family and friends.

Mr. Mourning made the commissioners aware that the 2017 State Fair was awarded the Merrill Award for the creation and implementation of the Sensory Station, which gives those with sensory sensitivities a place to recuperate from overstimulation. Mr. Mourning noted that more planning and coordination has gone in to the Fair's 2018 version of the Sensory Station, and that project defines the Fair's goal of being a part of the community in Albuquerque. The fair is to be more than "corndogs and concerts," and is to represent all that is good in the state of New Mexico. Mr. Mourning explained several changes to the Sensory Station happening this year, such as new sponsors (Holman's) and portable backpacks that families can carry around the fair, if they do not want to stay in the station itself.

Mr. Mourning then discussed inclusion of the LGBTQ community in the fair. This year, the fair will host an event for this community called "Out at the Fair," which will be the first Sunday of the fair at Villa Hispana. This event is meant for everyone, and is to promote a welcoming environment.

From there, Mr. Mourning reviewed some new events that will be featured at the fair this year:

Rodeo and Concerts

- New stock contract with Dustin Murray and his company.
- Whiplash the Monkey will return this year

Concert Lineup

- Friday, Sept. 7 - DNCE
- Saturday, Sept. 8 – Dustin Lynch
- Wednesday, Sept. 12 – Dan + Shay
- Thursday, Sept. 13 – Hotel California
- Friday Sept. 14 – Maddie & Tae with High Valley
- Saturday, Sept. 15 – Collective Soul with Special Guest Cordova

Navy Week

- Navy Funk Band will play throughout the fair

Midway

- Ski lift Sky Ride will feature a birds eye view of the fair, 40 feet up, from the Mattress Firm Pavilion to the Palomino Barns
- Euro Slide – 8 story tall slide that features 8 lanes
- Largest, tallest portable slide in the country

State Fair Beer

- Will celebrate fair's 80th anniversary
- Design on can led to nickname "candana"
- Will be available at retailers state-wide stores on July 15
- Press conference will be at Marble Brewery on July 11, 2018

Marketing and Advertising

- State Fair and EXPO websites have been redesigned and are continually updated to promote fair and events
- Bus wraps promoting the Fair and the Flea Market have been running throughout the city since March

FAA and 4H

- Marketing manager, Oona Gonzales will head promotional videos shot around the state which feature New Mexican kids who are invested in 4H, and how 4H has impacted their lives
- New contractor for livestock sale (Previous year's auctioneer)

Sponsorships

- Cabela's
- Floor and Décor
- United Rentals
- Big R
- Harley Davidson
- Indian
- Sandia Labs
- Mercedes Benz
- Indian Pueblo Cultural Center
- Chevrolet

Mr. Mourning talked about the benefits of having both local and national sponsorships

App

- A new contract with a company called Aloompa is now developing the app
- Changes will be more user friendly and easy to use
- Focus on millennial interaction and appeal
- Limiting the use of paper maps and

Park and Ride

- Will work in partnership with the City of Albuquerque
- Will save the fair around \$50 thousand.

EXPO NM Report

Concerts

- Panic! At the Disco promoted by AEG to Tingley Coliseum

- Villa Hispana becoming a favorite outdoor venue for small events among concert promoters
- Dirty Heads event was a success with over \$25,000 in sales
- Slightly Stupid coming on August 2
- Live Nation complimented the venue and EXPO staff for their professionalism

Chinese Lantern Festival

- Beginning in October
- Will have events from the start to the end of the year

Gathering of Nations

- Working with the City of Albuquerque to expand event for next year
- Overall, the event was a major success

Commissioner Bitsui congratulated Mr. Mourning for the fair receiving the Merrill Award, and complimented the Sensory Station and its implementation into the fair. Mr. Mourning thanked Commissioner Bitsui for her kind words.

Chairman Kennedy noted that upon his visit to Gathering of Nations, he noticed how busy the event was, and that it was basically shoulder to shoulder. However, he stated that he thought the location of the event, being the fairgrounds at EXPO, was the perfect place to host. He finished his remarks by appreciating the coordination involved with hosting such a large and busy event.

Mr. Mourning thanked Chairman Kennedy, and also thanked his staff for the work that they do.

Commissioner Bitsui also complimented the fair and fairgrounds.

Mr. Mourning thanked Commissioner Bitsui, and noted that the key to the fair's success was its ability to hire the right people.

Chairman Kennedy noted the large impact that Park and Ride will have on attendance and revenue for the Fair.

Meeting Calendar

Chairman Kennedy noted that suggested that the next meeting be held in the third week in October, and asked that Oona Gonzalez coordinate the next meeting date.

Discussion of agenda items for next meeting:

None at this time

Adjournment: Chairman Kennedy called for a motion to adjourn. Commissioner Bitsui made a motion to adjourn, which was seconded by Commissioner Lee with all present voting in favor.

Meeting adjourned at approximately 11:54 p.m.