

**New Mexico State Fair Commission Minutes
Of the Regular Commission Meeting
Monday, January 9, 2017
African American Performing Arts Center
300 San Pedro, NE
New Mexico State Fairgrounds
11:00 a.m.- 11:50 a.m.**

Call to Order: Chairman Kennedy called the meeting to order at approximately 11:00 a.m.

Commission Roll Call: Commissioners present:

Chairman, Larry Kennedy
Secretary-Treasurer, David "Hossie" Sanchez
Commissioner Charles "Chuck" Brown

Not present: Commissioner Bill Lee, Commissioner Xavier Jurado

Pledge of Allegiance: led by General Manager Dan Mourning

Introduction of Guests:

Lisa Liegeot
Bill Nordin
Ken Salazar
Erin Thompson
Dan Mourning

Chairman Kennedy introduced John Grubestic from the Attorney General's office, in attendance for our regular representative from the Attorney General's office, Kara Szkotak.

Dan Mourning then introduced JR Laberge who is the new booking manager at Expo New Mexico. Mr. Laberge started with Expo in December and brings a great deal of experience and talent to the position. Chairman Kennedy also introduced Mr. Dupuy Bateman (consultant to the fair).

Action Item: Approval of Agenda

Commissioner Brown made a motion for approval of the agenda. The motion was seconded by Commissioner Sanchez, with all members voting in the affirmative.

Action Item: Approval of Minutes of October 21, 2016 Regular Meeting

Commissioner Sanchez made a motion to approve the minutes of the October 21, 2016 regular meeting. The motion was seconded by Commissioner Brown. Chairman Kennedy asked if all were in favor of the minutes, all voted in the affirmative.

Public Comment: None

Approval of 2017 Open Meetings Resolution (annual resolution): Chairman Kennedy stated that this is the annual resolution that the Commission reviews and passes to confirm that we are complying with the Open Meetings Act and identifies how and when and where we conduct our meetings and items of notice to the public that these meetings are happening. Chairman Kennedy added that as this is the same resolution that has been passed for many years, he will not read the document as a whole. Mr. Grubestic added that Ms. Szkotak from the Attorney General's office had reviewed the document and

has approved it. Chairman Kennedy asked for a resolution to approve the resolution, Commissioner Sanchez made a motion to approve the Open Meetings Resolution, the motion was seconded by Commissioner Brown, with all members voting in the affirmative.

Election of Officers: Chair, Secretary-Treasurer: Chairman Kennedy asked for a motion to open the floor for nominations for Chairman of the State Fair Commission.

Commissioner Sanchez made a motion to open the floor for nominations, Commissioner Brown seconded the motion, all voted in the affirmative.

Chairman Sanchez stated that he would like to make a motion to nominate Commissioner Larry Kennedy for Chairman of the State Fair Commission, Commissioner Brown seconded the motion, all voted in the affirmative.

Chairman Kennedy then asked for a motion to close the floor for nominations for Chairman of the State Fair Commission, Chairman Sanchez made a motion to close the floor for nominations for Chairman of the State Fair Commission, Commissioner Brown seconded the motion. All voted in the affirmative for Larry Kennedy as the chairman.

Chairman Kennedy asked for a motion to open the floor for nominations for Secretary-Treasurer of the State Fair Commission. Commissioner Brown made a motion to open the floor for nominations for Secretary-Treasurer of the State Fair Commission, Chairman Kennedy seconded the motion, all voted in the affirmative.

Commissioner Brown made a motion to nominate Commissioner Sanchez for Secretary- Treasurer, Chairman Kennedy seconded the motion, all voted in the affirmative.

Chairman Kennedy asked for a motion to close the floor for nominations for Secretary-Treasurer, Commissioner Sanchez made a motion to close the floor for nominations for Secretary-Treasurer, Commissioner Brown seconded the motion. All voted in the affirmative for Hossie Sanchez as Secretary-Treasurer.

Chairman's Agenda:

A. Committee Reports

- 1) **Racing Committee Report:** Commissioner Sanchez stated that night racing at the Downs is doing really well. He added that he thought this year would be a lot better because they have had a year to figure out how to make this a success. Overnights- the money that is put in for the races - will be right at about \$145,000, which is roughly about 10% more than last year. Commissioner Sanchez added that this does not include the Stakes races which are a combination of the Downs and State Fair races at about \$2.5-\$3 million. The State Fair race will be about \$1.2 million alone on stakes races. This is a big improvement from previous years. People are really looking at the Downs right now and Commissioner Sanchez thinks in about 5-6 years they will be the best track in the state of New Mexico. This is a big plus for the Expo New Mexico.
- 2) **Arena Committee Report:** Chairman Kennedy stated that Commissioner Lee was unable to attend the commission meeting so the Chairman will give a brief Arena Committee report. Chairman Kennedy stated that an outside contractor has been commissioned to put together a master plan for the fairgrounds which includes the possibility of a new arena on the fairgrounds. This process is still ongoing, the plan is in draft form right now and will hopefully be completed in about a month or so and at the next commission meeting the committee will be able to present a report.

Chairman Kennedy asked Mr. Mourning if he had any additional information to add to the briefing. Mr. Mourning stated that the chairman is correct, that this project is still ongoing and he is also hopeful to have a report for the next commission meeting. Chairman Kennedy stated that he knew that Mr. Mourning has been working very hard on this project and credits him for having the vision and forethought to look at the possibilities of building a new arena and getting a market analysis done which will be able to tell us if we can sustain a new arena.

Commissioner Sanchez stated that he had received a text recently that said Expo New Mexico was negotiating the sale of the NE parcel of land by fairgrounds. Commissioner Sanchez stated that he had ignored the text and a few weeks later while on the fairgrounds, one of the jockeys said that he had heard the same thing. He knew this to not be true and told the gentleman that Dan Mourning stated that the Commissioner was correct, this "rumor" was not true.

3) Committee suggestions: None at this time

State Fair Management Report:

- A. 2016- 2017 State Fair/ EXPO New Mexico Report:** General Manager Dan Mourning began his report by thanking the commissioners for their continued support of the staff and vision of the State Fair.

2016 State Fair:

- National recognition- 9th in the nation- very proud of what we do at the Fair
- 2016 Annual Report- Mr. Mourning asked the commissioners to look over the document at their convenience. Mr. Mourning thanked Erin and her staff for compiling the information. He added that he had met with all departments to debrief after the fair and will follow up on any issues and improvements that were addressed in these meetings.
- IAFE Convention in Las Vegas, Nevada- the New Mexico State Fair received 1st place in our division, in the whole country, for the TV Commercial campaign for the 2016 Fair.
- Western Fairs Association Conference- Mr. Mourning said he will be leading a roundtable discussion about medical cannabis and how it affects our fairs. This is something that we want to be more proactive about and has become a "hot button" topic for fairs across the country.
- 2017 New Mexico State Fair- Looking ahead and planning for 2017
 - Most spectaculars have been booked. There will be some new spectaculars like the top alligator act in the country and a new Sea Lion exhibit. We will also have some returning spectaculars like the Cavallo Horse Show and the Deming Duck Races.
 - Programming- we had three managers from other fairs visit the 2016 New Mexico State Fair and each of them stated that our programming was one of the best they had seen in the country. Programming addresses the events that we put on and how we coordinate them daily. This contributed

to having one of the most successful fairs ever. Mr. Mourning thanked the staff for all of their hard work in making this happen.

- Mobile App- this project is still in the planning stage, and Erin is working on this in partnership with the Albuquerque Journal. The expected outcome will be to make the fair easier to navigate for fairgoers. Mr. Mourning added that he had a very positive experience at the San Antonio Stock Show and Rodeo with their mobile app. He added that he did not use any of the collateral material provided at the event, just the mobile app and was very happy with the process. Mr. Mourning added that this is the world we live in and technology is a very important tool that we must utilize to enhance our annual event.
- Online ticketing- this is new, we branched out into it last year and being able to purchase admission tickets online will be in full swing for the 2017 New Mexico State Fair. This was very well received and will help fairgoers make it easier to plan their fair experience.
- Livestock- Mr. Mourning stated that he and Beverly Zastrow reached out to the 4-H folks that spoke at the commission meeting in Santa Rosa to talk about the challenges of the Junior Livestock Sale and what can be done to address those challenges and enhance the sale. One idea that came of those discussions was to invite some of the 4-H kids to come in early to the fair and arrange for them to visit some of the businesses to explain the process and all of the hard work that they put in throughout the year to get to the livestock shows and the sale during the annual event. In addition to the visits by 4-H kids, there will be an effort to set up/create buyers groups to bring together for the sale.
- Entertainment- Mr. Mourning stated that that the fair is working with Barbara Hubbard again this year to book entertainment/acts for the upcoming 2017 Fair. Mr. Mourning added that the collaboration with Ms. Hubbard resulted in the best entertainment line-up yet. Sabrina Garza and Ken Salazar are working with Ms. Hubbard to come up with the best entertainment line-up for the best value for the upcoming annual event.

Dan Mourning opened the floor for questions from the commissioners on the State Fair report.

Chairman Kennedy stated that in reference to the mobile app, he would like to look into setting up alerts of upcoming attractions and events, and he thought this would be very helpful for fairgoers. Chairman Kennedy added that he thought that if the fair was going to invest the time and resources into a mobile app then we should explore as many options as possible and make it the best possible mobile app. Commissioner Brown added that having something like you get with a travel app would be helpful. Commissioner Brown explained that with a travel app you can get a schedule or time frame of when events will be held and that could be helpful when planning a visit to the fairgrounds. The fairgoer could decide in advance what they can do and see at the Fair within the time frame they have available. Commissioner Brown also added that during a visit to Las Vegas he had seen a bank of TVs livestreaming the publics' suggestions on what to do and see during their

visit. He thought this was a very interesting idea and maybe there would be a way to have this at the Fair in the future.

Mr. Mourning thanked the commissioners for their suggestions and input which, as Erin Thompson works on this project, she will look into including those ideas and others in the app. Mr. Mourning added that he is also looking into a digital board to be put on the outside of Tingley Coliseum which could help provide information to the public about what is happening on the fairgrounds during fair and possibly year round.

Chairman Kennedy stated that the lights on Main Street are a great addition to the grounds. Mr. Mourning added that he thought they would be a great asset year round as well as during the annual event.

Expo New Mexico Report: Dan Mourning stated that there are multiple projects happening on the grounds at this time that he is excited to tell the commissioners about.

- Renovation of Creative Arts Building- plans are being drawn up to update and enhance this building. The plans include a complete upgrade of the façade on both the north and south sides of the building. These improvements will hopefully draw more people into the building to see all of the fun and interesting things that are going during the annual event.
- New stage at African American Pavilion- the new stage is in the process of being built.
- Dairy Barn- new offices are being created/built above the milking parlor to replace the office space now being occupied by the Print Shop.
- Print Shop- there is a new print shop in the old Dairy Barn offices. Mr. Mourning thanked Commissioner Sanchez for his input and expertise on this project. Commissioner Sanchez asked if the print shop would enable the fair to create/print signs, banners, etc. in house. Erin Thompson responded that yes we will be able to do the majority of the signs, banners, etc. in house now. Commissioner Sanchez added that he thought the new print shop will save the fair a lot of money. Chairman Kennedy added that it is a convenience to have the print shop on grounds which will save time as well as money. Mr. Mourning added that we could possibly even offer this service to our clients/customers and he is excited about the possibilities for the future.
- Arena- The fair is looking to the future, the next 60 years. Tingley is turning 60 this year and even though it has served us well the general feeling from the public is that they are ready for something bigger and better. Albuquerque and the state need a new facility to be able to attract better entertainment options.
- Big Events coming to Expo New Mexico in 2017
 - Pow Wow- Gathering of Nations
 - Shrine Circus
 - Monster Jam
 - Arena Football- Gladiators
 - Chocolate and Coffee Festival
 - Pride Fest
 - Elton John Concert
- Potential New and returning Clients- the events staff is working with these clients right now

- Chinese Lantern Festival- 2 month event
- Roller Derby
- Large RV Show
- Boxing
- Basketball
- Jr. Wrestling
- MMA
- Brewfest
- Motorsports Lab
- Movies and TV shows filmed on grounds
- Livestock and horse shows

- **Financial Report- Bill Nordin**

Chairman Kennedy asked for a brief discussion on the Financial Report. Chairman Kennedy added that the annual audit is completed but is not ready to be released at this time. Mr. Mourning added that Expo New Mexico is making money and we are able to reinvest money back into the grounds.

Chairman Kennedy asked if the building rental or lease included in the report includes the Downs. Dan Mourning responded that yes that line item does include the Downs. Chairman Kennedy thanked Bill Nordin for providing the Financial Report for the Commission to review.

- B. **Legislative Update:** Mr. Mourning stated that the Legislative Session is a 60 day session this year. It begins February 17th and ends on March 18th, 2017. As far as Expo New Mexico and the New Mexico State Fair are concerned, at this time, there are no bills that affect or pertain to Expo New Mexico and/or the New Mexico State Fair. Lisa Liegeot, General Counsel, is tracking all bills and will be sending emails with any updates to key staff and the commission. This is a big budget year, with the oil and gas revenues down and there will be a great deal of discussion during the Legislative session about the state's budget shortfall. However, the State Fair Commission is not a part of this, we do not affect the budget negatively or positively since we are an enterprise fund. Mr. Mourning added that we have made a capital request again this year and will wait and see the outcome of that request. Commissioner Brown asked if there were any dates that the commissioners should be aware of and put on their calendars during this legislative session. Dan Mourning stated that Erin Thompson would send any information along those lines to the commissioners as available.

Discussion of meeting calendar: Chairman Kennedy stated that the commission held quarterly meetings and that meant that the next meeting would be in April. Chairman Kennedy added that he thought the practice of traveling around the state to hold commission meetings in other locations besides Albuquerque was a good opportunity, however, the Chairman asked for input from the other commissioners as to whether this practice should be continued. Commissioner Sanchez suggested that perhaps the expense of having the commission meetings in other locations around the state may not equal the input received from the general public who attended those meetings. He further suggested that the commission keep their options open, if a request is made from a community to have the commission meeting in their city/town, then the commission could make a decision at that time. Commissioner Brown agreed that was a good compromise. Chairman Kennedy then stated that the next meeting will be scheduled for Monday, April 10th, 2017 in Albuquerque. Erin Thompson will get input from all commissioners and confirm this plan via email.

Discussion of agenda items for next meeting: None at this time

Adjournment: Chairman Kennedy asked for a motion to adjourn. Commissioner Sanchez made a motion to adjourn which was seconded by Commissioner Brown with all present voting in favor. Meeting adjourned at approximately 11:50 a.m.