

**New Mexico State Fair Commission Minutes  
Of the Regular Commission Meeting  
Monday, July 10, 2017  
The Downs at Albuquerque Grandstand  
Jockey Club, Third Floor  
145 Louisiana Blvd., NE  
Albuquerque, NM  
11:00 a.m. - 12:00 p.m.**

**Call to Order** by Chairman Kennedy at approximately 11:02 a.m.

**Commission Roll Call:**

Commissioners present:  
Chairman, Larry Kennedy  
Secretary-Treasurer, David "Hossie" Sanchez  
Commissioner William "Bill" Lee  
Commissioner Xavier Jurado- via telephone

**Pledge of Allegiance:** led by Commissioner Sanchez

**Staff present:**

Erin Thompson, Deputy Manager  
Ken Salazar, Operations Director

**Introduction of Guests:**

Temple Daniels, NMSF Queen Contest Coordinator  
Dupuy Bateman  
Erin Arko, 2017 NMSF Queen  
Don Cook, Downs of Albuquerque

**Action Item: Approval of Agenda**

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

**Action Item: Approval of Minutes of April 10, 2017 Regular Meeting**

Commissioner Sanchez made a motion for approval of the minutes from the April 10, 2017 regular meeting. The motion was seconded by Commissioner Lee. Chairman Kennedy asked if all were in favor of the minutes, all voted in the affirmative.

**Public Comment: None at this time**

**Chairman's Agenda:**

**A. Committee Reports**

- 1) **Racing Committee Report:** Commissioner Sanchez stated that live racing at the Downs Racetrack was going on right now and was going well. Everyone loves it, night racing is a hit and it will probably be continued.

**2) Arena Committee Report:**

Commissioner Lee stated that he would like to ask Dan Mourning to give the group a brief update. Dan Mourning stated that the arena study is moving forward. It is his hope to have a preliminary report by fair time. Mr. Mourning added that this will be an extensive document. It will be a template on how to build an arena if that is the will of the people. The committee has been reaching out to the leaders in the community to get their input and advice. So far, the idea of an arena has been well received and the general consensus in Albuquerque is that they are in favor of having an arena. Chairman Kennedy added that there had been some media attention after the April commission meeting but there has been none in preparation of this meeting.

**3) Committee suggestions:** None at this time.

**State Fair Management Report:**

**A. 2017 State Fair:**

Dan Mourning began his report by saying thank you to Beth McKinney, Don Cook, Paul Blanchard and all of the folks at the Downs Racetrack for letting us have this commission meeting at the Jockey Club.

Mr. Mourning reminded the commission that the New Mexico State Fair is ranked second best State Fair in the country. The metrics used include:

- percentage of population attendance (33% of population)
- affordability
- cost of entertainment
- amount of programming
- cultural and agricultural roots
- commercial aspects of Fair- Examples: the Midway and Uber

Mr. Mourning stated that this ranking has come about as a result of a lot of hard work and it has been a team effort with the commission and the staff. He is very proud of his staff and all of their hard work.

Chairman Kennedy added that he had spoken with the Governor and she is very pleased with the ranking and sends her congratulations. He gives the credit to Dan Mourning, Ken Salazar and the rest of the staff for all of their hard work and dedication to Expo NM and the NM State Fair.

Mr. Mourning added that he wanted to thank the Chairman and the commission for their kind words and added that it takes a village and everyone takes pride in what we do.

Mr. Mourning then stated that there are some new and fun things happening at the fair this year:

**Rodeo Update:**

- Rank Lil Buckers are returning
- New competition- PRCA Championship Rodeo Cowboy bull fighter competition
- Cowboys and Queen will continue their visits to the kids at the local hospitals during Fair

**Transportation:**

- Park and Ride from Coronado Mall- 1,500 spaces
- Tram from San Mateo and Copper

**Concert Line Up:**

- Video shown to commission: Line Up includes: Aaron Lewis, Last Bandoleros and Midland, Sawyer Brown, Kansas, Big & Rich and a soon to be announced artist for Saturday, September 16, 2017.

#### Queen Competition

- 2017 NMSF Queen- Erin Arko. The NMSF Queen is a very important representative for the Fair around the State. They are great ambassadors for the Fair.

Dan Mourning introduced Erin by stating that she is a graduate of Cimarron High School where she played on the varsity basketball team. She is a five-time Colfax county 4H member of the year and has been active in 4H for 13 years. Ms. Arko has been involved in Fair royalty contests since she was six and has acquired over six crowns in that time. Mr. Mourning added that Ms. Arko represents what the Fair represents, the backbone of this state- agriculture and livestock. Those are things we can never underestimate the value of for the state of New Mexico.

Ms. Arko thanked Mr. Mourning for such a wonderful introduction and stated that she has visited many locations around the state as the 2017 NMSF Queen.

- Las Cruces- Southern NM State Fair
- Roswell- Turquoise Trail, Eastern NM Parade
- Bernalillo- Toys for Tots parade
- Santa Fe, Abiquiu, Taos- local Rodeos
- Angel Fire- Balloon Festival with Commissioner Bill Lee. Commissioner Lee stated that Erin was a remarkable representative for the Fair at this event.
- Cimarron- July 4<sup>th</sup> Rodeo/parade
- Eagle Nest- parade
- Expo NM- Queen Clinic
- NM Jr. Livestock foundation Gala
- Several County Fairs

Chairman Kennedy thanked Erin for attending the commission meeting and thanked her for all she has done in representing the NM State Fair so well.

#### Parade

- Theme- Science, Technology, Engineering and Math (STEM)

Mr. Mourning stated that last year we had crowds of up to 45,000, lined up along Central on parade day. Mr. Mourning added that there were people coming from all around the state to participate in the parade. Representatives from the Ft. Wingate School and the Anthony volunteer firefighters were coming, as well as many others. The parade is great opportunity for state outreach and is great for the city of Albuquerque.

#### Jr. Livestock Sale

- The Livestock staff is working on increasing attendance and interest
- Working on creating Buyers Clubs
- 4H Kids- Media staff is working on a video to feature local 4H kids who work so hard all year round. This video will be on the Expo NM/NM State Fair website.

#### Online ticketing-

- Admission tickets sold online

- Flash sale: 4pk tickets- already sold \$10,000.00 worth of tickets
- Groupon: \$13,000.00/1,800 have been sold. Groupon will start back in August through the Fair.
- Walgreens- wristbands will sell again for 2017 NM State Fair. Very popular promotion.
- Mobile APP- media staff is working on the APP to have it ready for Fair.

#### Sponsors

- We have several new big sponsors this year. Many are reaching out to us and want to be a part of our Fair.

#### Vendors

- Concession staff has filled all the vendor spots and have a waiting list at this time. We are overwhelmed with vendors who want to be a part of our Fair.

#### Competitions

- New Food competition- “world’s hottest pizza” contest. We have a new vendor bringing in the Carolina reaper pepper which is supposed to be the hottest pepper for the contest.

#### Entries

- We are ahead of the entry numbers from 2016 Fair

#### Carnival

- This is the part of the fair that helps pay for the other programs on the grounds during the Fair. Mr. Mourning stated that it is very important to have the balance between the Carnival/Midway and the other programs like 4H, Horse shows and others.

#### Promotions

- Lottery tickets will be back again- there were over 410,000 Powerball tickets with state fair coupon sold in 2016. This is a great partnership.

#### Villages

- The programming at the villages is better than ever for the 2017 NM State Fair
- Great free concerts/bands for the price of admission

Mr. Mourning opened the floor for questions from the commissioners:

Chairman Kennedy asked Mr. Mourning about the new NM State Fair beer. Mr. Mourning stated that the new NM State Fair beer is being brewed by Marble Brewery. It is a Pale Ale and is brewed with local hops and honey. The new beer will be distributed statewide by National distributing.

Commissioner Sanchez asked if the Duke City Fair affected the upcoming NM State Fair. Mr. Mourning stated that the Duke City Fair will not affect the upcoming Fair at all. Mr. Mourning then added that Expo NM/NM State Fair will focus on our mission to put on the best Fair possible for the citizens of New Mexico.

Commissioner Lee added that the Duke City Fair makes us look even better (by comparison).

#### **Expo NM Report:**

Gathering of Nations: Very successful event in spite of the weather challenges. The promoters are very happy with the new location. Mr. Mourning added that we have two of the top three events in the State: NM State Fair and Gathering of Nations.

Chinese Lantern Festival- will be a month long event beginning in October. This is a new event for Albuquerque and will be held in Villa Hispana and the Indian Village.

RV Show- large RV Show coming in during the Balloon Fiesta.

Villa Hispana- very successful for outdoor concerts. The band Rebelution returned, Young the Giant will be here, Khalid and Perfect Circle will also be here.

Vintage Market- this event will be held in the Dairy Barn for the first time at Expo NM in August.

Flea Market- working on a new logo for the Flea Market and new attractions.

**B. Legislative Update:**

Mr. Mourning stated that there had been a special legislative session, however there was no capital money allotted to Expo NM. Mr. Mourning added that he had planned ahead for the ongoing projects around the grounds which include:

Projects-

- Print Shop- located where the livestock offices used to be housed
- Beef Barn upgrades
- Cantenary lights all along main street
- Digital Boards- great addition
- Perimeter wall projects- fencing and landscaping
- IT upgrade projects

Commissioner Jurado stated that he wanted to thank Mr. Mourning and his staff for all of their hard work and dedication. Mr. Mourning thanked Commissioner Jurado for his kind remarks.

**Discussion of meeting calendar:**

Chairman Kennedy suggested the next commission meeting be held on Monday, October 16, 2017. Chairman Kennedy added that Erin Thompson would coordinate the scheduling of the next meeting with the other members of the commission.

**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 Jurado with all present voting in favor. Meeting adjourned at approximately 12:00 p.m.