



September 10, 2024

Fair Board Meeting Minutes

Attendees: Jerry Johnson, Elise Burton, Linda Rider, Kevin Kirking, Tim Vulles, Sharon Nelson, Todd Feusier, Christina Petit, Mike Mclean, Jessica McLean, Vanessa Brinkley, Greg Bennett, Hannah Booth, Blake McLean, Shanda Masterson, and Alexcia Jordan.
Meeting minutes recorded by Alexcia.

Called to order at 5:00 PM

Pledge of Allegiance: led by Alexcia

Changes to the Agenda

- None

Hearing of Delegates

- None

Approval of July Meeting Minutes

- Linda moved to accept the June meeting minutes as presented; Sharon second. Motion carried.

Reading of Correspondence

- Alexcia passed around the folder of correspondence.

Claims and Financial Statements

- Elise moved that usual and customary claims to be paid; Tim second. Motion carried.

Old Business

- Fair Recap – discussion on fair, overall was very smooth and some discussion on things to improve upon for 2025.
- Audit Update – moving forward, things look to be on schedule.
- Office Building Update – Todd reported on the timeline of the office building looks to be March. We will finalize things with the City and move forward with the project.

New Business

- Upcoming Conventions – Alexcia spoke to convention travel for RMAF and IAFE this year.

Committee Reports

- Food/Beverage – No report.
- Development/Planning – No report.
- Educational Programming – Hannah and Linda will be meeting soon to discuss Farm to Table to be May 12-15
- Fair, Events & Policy – No report.
- Finance & Budget – No report.
- Facility, Equipment & Maintenance – Tim brought up some ideas on securing a water truck.
- Jr. Fair Advisory Board – No report
- Livestock, 4-H and FFA – Mike reported all animals have been harvested, overall was very smooth.
- Marketing/Sponsorship – NFR Viewing and Cowboy Christmas will start being promoted soon.
- Rodeo – Dave sent report sharing the recap of the sold out rodeo.
- Sponsorship – Shanda reported she and Vanessa are working on a new sponsorship packet.

Executive Session Idaho Code 74-206 (1)(b) – Evaluation of Employees/Staff Members – Elise motioned to enter executive session per Idaho Code 74-206 (1)(b) to evaluate employees, Linda seconded. Roll Call, Jerry, Linda, Elise, Kevin, Tim and Sharon aye at 6:54 PM. Exited executive session at 7:20 PM. Linda made a motion to accept recommended bonuses for fair staff, Sharon seconded, motion carried.

Public/Open Comments

Meeting adjourned at 7:21 PM – Motion to adjourn by Tim, seconded by Kevin, motion carried.



September 2024 Managers Report

Presented by Alexcia Jordan

GROUND/MAINTENANCE PROJECTS

- Clean up for fair continues
- Back in touch with Welsh Comer about moving forward on the City Office building. More to come.

INTERIM, IN-HOUSE EVENTS & RV BOOKINGS

- See attached calendars for the months of September & October – we are back at it this weekend!
- RV Park is in full swing again after the fair. Camp hosts will leave mid-September.
- Miss Gem State Stampede Pageant – September 21 – looking for prize donations
- NFR Viewing and Cowboy Christmas in December – look for updates coming soon.

FAIR

- 2024 Highlights
 - Fair Attendance was an all-time high with 170,882 – up 8% from 2023
 - 120 different entertainment options were offered over the course of the 10 days featuring local, national and international acts.
 - The rodeo welcomed 605 contestants from across the US, Canada and beyond who were watched by over 13,000 rodeo fans!
 - Concessionaires' gross sales were up – 11.5%
 - Philly Express was the number 1 grossing booth this year!
 - Carnival Up – 19% (Presale up 8%)
 - The merchandise booth was a success with our new partnership with The Coeur d'Alene Clothing Company.
 - Livestock Sale successfully sold 292 animals generating over \$963,000 with average prices higher than last year. Add on's wrap up this week.
 - Sponsorship was down 6% over all but rodeo sponsorship was up 46%
 - 7,957 exhibits, 1,242 exhibitors and over \$26,000 paid out in premiums
 - 163 commercial vendors offered a variety of shopping
 - Of 10 Arena Shows, 7 were sold out in advance.
- We are working on awards submissions to all fair associations we are members of.
- 2025 Fair Theme – Keeping Tradition Alive in 2025
 - Currently working with Romeo on routing concert artists for 2025.
 - Establishing some new policies regarding gold carts on the grounds and volunteer groups.
 - We are holding one on one wrap up meetings this year over the next couple weeks with different group leads, superintendents, committees, etc. We would like recommendations for changes to be submitted by email so we can collect thoughts and how to proceed in making positive changes for 2025.

Other

- Rodeo Meeting – TBD – currently helping host the Spokane Interstate Rodeo
- Foundation Meeting September 18 in Building 4 at 6 PM
- BOCC Quarterly Update – September 17th at 3 PM

