



December 12, 2023

Fair Board Meeting Minutes

Attendees: Jerry Johnson, Elise Burton, Linda Rider, Joe Deollefeld, Tim Vuller, Dave Fair, Kevin Kirking, Todd Feusier, Dave Paul, Teresa Balderrama, Nick White, Christine White, Shanda Masterson and Alexcia Jordan.

Meeting minutes recorded by Alexcia.

Called to order at 5:00 PM

Pledge of Allegiance: led by Jerry

Changes to the Agenda

- None

Hearing of Delegates

- None

Approval of October Meeting Minutes

- Elise moved to accept November meeting minutes as presented; Kevin second. Motion carried.

Read of Correspondence

- None

Claims and Financial Statements

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

Manager's Report

- See attached.

Old Business

- Budget and Audit Update – Elise discussed County audit findings and how it would affect our way of reporting to the County in the future.
- Update on Board Appointments – No appointment update or news to report. Some discussion on interviews with Commissioners and the continued question of moving the fairgrounds at all applicants.

New Business

- 2023 Fair Awards – Alexcia shared that once again the North Idaho State Fair is Internationally award winning among their peers. See attached for full list of awards received.
- Board Retreat January 13 – Alexcia requested everyone please save the date and times: 8 AM – 3 PM

Committee Reports

- Food/Beverage – No report.
- Development/Planning – Linda and Alexcia to meet and discuss direction.
- Educational Programming – Dates for Meet a Farmer and Farm to Table are set for May 13-16, 2024.
- Events, Fair & Policy – No report.
- Finance & Budget – Elise shared financial highlights for the month and shared meetings with ICCU loving into new merchant service vendors options.
- Facility, Equipment & Maintenance – Tim shared parts for the forklift have finally arrived and we will start working on repairing it.
- Jr. Fair Advisory Board – No report.
- Livestock, 4-H and FFA – Teresa shared that extension is once again looking for a new home and funding from the county seems to be a concern again. All weigh in dates have been posted.
- Marketing/Sponsorship – No report.
- Rodeo – Dave reported Bronc School will be March 22-24 in Cheney this year. They will help again with Farm to Table. Jr Rodeo and Team roping are scheduled for 2024. PRCA convention was great and we look forward to new VIP experiences and an extra day of rodeo action.

Public/Open Comments

- None

Meeting adjourned at 6:36 pm – Motion to adjourn by Dave, seconded by Tim, motion carried.



December 2023 Managers Report

Presented by Alexcia Jordan

INTERIM, IN-HOUSE EVENTS & RV BOOKINGS

- See attached calendars for the months of December and January.
- Getting ready for holiday parties – Don't forget to RSVP if you haven't already.
- Looking at some new events in 2024/2025. Also, the potential of new software to make us more efficient and stronger communication with promoters.

FAIR

- Fun Galore in 2024!
 - Admission, Parking and Carnival will go on sale in January
 - Arena Shows Update
 - Major Grounds Entertainment:
 - Action Entertainment – Race Cars
 - Adam the Great, Magician
 - All-Aboard Train
 - Animal Cracker Conspiracy – Stilt Walkers
 - Brad's World Reptile Show
 - Extreme Dogs
 - HypnoFX – Jerry Frasier
 - Paz Sports Shows
 - Pony Rides
 - Robo Cars
 - Sara Twister
 - Silver Starlets
 - Marketing – Idea to add a marketing partnership with Noise News Media
 - Concerts – 1 of two are confirmed – set to announce in January

GROUND/MAINTENANCE PROJECTS

- Alexcia will pitch the idea of a Capital Campaign for future buildings at the Board Retreat.
- Greg is on vacation this week and will send an email recap when he returns.

Other

- Foundation Meeting – December 13
- Cowboy Christmas – December 16-17
- Fair Board Holiday Party – December 19, Building 2

AWARDS

Rocky Mountain Association of Fair 2023 Summit Awards

1st - Fair Theme Logo

1st - Premium Book

1st - Non-Fair Rental Guide



IAFE Awards

Non-Fair Facility Usage

- 1st – Best Over All of Division Two – Modern Homesteaders Conference 😊
- 1st – Successful Non-Fair Event Produced by Facility Staff – Meet a Farmer Dinner
- 1st – Best 1st Year Event NOT Produced by Staff – Modern Homesteaders Conference
- 1st – Social Media Campaign
- 2nd - Video Used to Promote Your Facility – Modern Homesteading Video
- 2nd – Facility Partnerships – Terra Underground – Pool Shed Center
- 2nd – Capital Improvement Plan and Execution – Chill Zone
- 3rd – Facility Beautification Project – SBC Bar Move and Remodel
- 3rd – Printed Promotional Material Specific to Facility Rentals – Rack Card

Agricultural Awards

- 2nd – Agricultural Retention Programs - YSSS
- 2nd – Horticultural Photo – Potato Display
- 3rd – Unique Community Engagement Showcase During the Fair – Live from the Fair

Competitive Exhibits

- 1st – Strategy to Engage Competitive Exhibitors – How to Register Video
- 2nd – Events Contest During the Year – Coloring Contest

Hall of Honor Communications Contests

- 1st - Best Overall Marketing Campaign – Divisional Award!!! 😊
- 1st – Miscellaneous Marketing – Pepsi Bottleneck Promotion
- 1st – Oline Advertisements – Carnival Digital Campaign

Innovation in Sponsorship Contests

- 2nd – Sponsorship Innovation – First Interstate Bank

