



## Minutes of Meeting Lea County Fair and Rodeo Board

Monday, January 13, 2020, 6:00 P.M.

Fair Board Meeting Room – 101 S. Commercial Street, Lovington, New Mexico

Notice of this Meeting has been given to the Public in Compliance with Section 10-15-4 NMSA 1978

Chairman, Larry Wheeler, called the meeting to order at 6:01 P.M. at the Lea County Fair Board Meeting Room.

Members Present to Wit: Trey Kerby, Larry Wheeler, Kris Allen, Pat Sims, Brian Pointer, Terry Criswell and Rick Schaap.

Also Present: GM Jim Kemp, EC Brandy Campbell

### ITEM 01: FAIR AND RODEO BOARD

- Consideration of Approval of the December 9, 2019 Meeting Minutes

No discussion.

**Kris Allen made motion to approve the December 9, 2019 meeting minutes. Trey Kerby seconded the motion; motion carried unanimously.**

- Public Comments.

No public comments.

- Fair & Rodeo Board Member Comments.

No Fair & Rodeo Board comments.

### ITEM 02: ACTION ITEMS

- Consideration of Approval of 2020 LCFR Open 4D Barrel Race Promoter

Vice Chairman Trey Kerby mentioned that the Rodeo Committee received bids from MC Productions and Kerri Godwin. He stated that the Rodeo Committee agreed that there weren't any problems in 2019 and they would like to continue working with Charity Benton with MC Productions. Their recommendation to the Fair Board for the 2020 LCFR Open 4D Barrel Race Promoter is MC Productions.

**Pat Sims made a motion to approve MC Productions as the 2020 LCFR Open 4D Barrel Race Promoter. Rick Schaap seconded the motion; motion carried unanimously.**

- Consideration of Approval of 2020 LCFR Advertising

GM Kemp presented to the Fair Board a list of areas of advertising with amounts to stay within the approved budget. The list consists of Publications, Newspaper, Radio and Billboard. He mentioned that overall the budget is very similar to 2019, but spread out. He suggested radio and billboard advertising in the Midland/Odessa area for 2020. The process of securing more accurate dollar amounts will take place once advertising is approved. Vice Chairman Kerby questioned \$20,000 for newspapers. GM Kemp explained that is a lot of coverage and Lovington Leader typically will match what is spent in double the advertising. Chairman Wheeler questioned the numbers being close to 2019 and GM Kemp explained that newspaper dollars are down and billboard dollars are up. GM Kemp also explained that he is pursuing Google advertising. GM Kemp expressed the idea of social media advertising, possibility of a youth or college student doing that, through the idea from Pat Sims and Larry Wheeler. GM Kemp stressed the need to have someone familiar with how the government works, understands policies and recommends someone with experience. Merry Prewitt spoke on possible advertising with Prewitt Marketing.

**Trey Kerby made a motion to approve the advertising list presented. Pat Sims seconded the motion; motion carried unanimously.**

District 1: Vice Chairman Trey Kerby & Chairman Larry Wheeler ~ District 2: Kris Allen & Rick Schaap

District 3: Terry Criswell & Brian Pointer ~ District 4: Vivian Flemens & Tyson Pierce ~ District 5: Pat Sims & Marcy Butts

### **ITEM 03: DISCUSSION ITEMS**

- Discussion of 2020 Sponsor Dinner

Larry Wheeler spoke of the 2019 Sponsor Dinner as being “sad, but a flop.” He mentioned that only a handful of sponsors attend, mostly it is the office staff and a couple of Fair Board members. He also mentioned the expense and work put into the dinner. He mentioned that at one time he spoke with Commissioner Don Jones and talk of combining the Volunteer Appreciation Dinner and Sponsor Dinner may be the way to go. He asked Commissioner Dean Jackson his thoughts. Commissioner Jackson liked the idea, stating the Commissioners bought a beef at the 2019 Livestock Sale to feed the volunteers for 2020. Pat Sims asked if there was an “incentive” to offer and Comm. Jackson said that has all been tried in the past with a band, carnival passes and cookout. He stated there still was not much participation. The Fair Board members present did express their desire to combine it with the volunteer dinner.

- Committee Reports

- ✓ Rodeo Committee

Chairman Trey Kerby stated the Rodeo Committee discussed the Open 4D Barrel Race Promoter, Rural Media Group, possible 2021 Barrel Man Justin Rumsford, possible 2021 Specialty Act Tomas Garcilazo, Women’s Breakaway.

### **ITEM 04: OTHER BUSINESS**

GM Kemp discussed Fairgrounds projects: Livestock Restroom, RV Parking Lot, East Ave B stop sign to stop sign. Projects are going to Commission on Thursday, January 16, 2020 for approval. He has also spoken with Frank regarding the announcer stand and the remodeling which involves new windows, new doors, new desk area and AC/heat unit.

### **ADJOURN**

**Pat Sims made a motion to adjourn this meeting at 6:44 P.M. Rick Schaap seconded the motion; motion carried unanimously.**

**Next Scheduled Meeting: February 10, 2020 at 6pm**

**District 1:** Vice Chairman Trey Kerby & Chairman Larry Wheeler ~ **District 2:** Kris Allen & Rick Schaap  
**District 3:** Terry Criswell & Brian Pointer ~ **District 4:** Vivian Flemens & Tyson Pierce ~ **District 5:** Pat Sims & Marcy Butts