



Minutes of Regular Meeting Lea County Fair and Rodeo Board

Monday, January 11, 2021, 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

Larry Wheeler called the meeting to order at 6:07 P.M. at the Lea County Fair Board Meeting Room.

Members Present to Wit: Larry Wheeler, Trey Kerby, Kris Allen, Rick Schaap, Brian Pointer, Todd Roberson, Tyson Pierce, Vivian Flemens & Marcy Butts

Also Present: GM Jim Kemp, AC Brandy Campbell, BM Cristina Wilhoit, Commissioner Sims

ITEM 01: FAIR AND RODEO BOARD

- Consideration of Approval of the October 14, 2020 Meeting Minutes

No discussion.

Kris Allen made motion to approve minutes from the October 14, 2020 special meeting. Marcy Butts seconded the motion; motion carried unanimously.

- Public Comments

No comments.

- Fair & Rodeo Board Member Comments

No comments.

- Guest Speaker: Harry Harlan

Mr. Harlan presented a proposal for digital advertising for the 2021 LCFR. He spoke about opening his own advertising company about 7 months ago, called 20/20 Advertising, LLC. He mentioned that there is "Targeted Display" (ads seen on devices) and "Social Conquest" (tracking those who have previously attended). This could result in approximately 350,000 impressions. Harry presented 3 different options, each with a different package price (highest value being \$22,000), but told the Fair Board that he could work with the budget available.

ITEM 02: ACTION ITEMS

- Consideration of Approval of 2021 Additional Small Stage Act

GM Kemp provided pricing for the Power Rangers Act at a rate of \$11,000-\$12,000. This act has a nonrefundable \$5,000 deposit. Chairman Wheeler expressed concerns with money already being tied up with the original act booked.

Trey Kerby made motion to not have an additional Small Stage Act. Brian Pointer seconded the motion; motion carried unanimously.

- Consideration of Approval of 2021 Livestock Rule updates:

- ✓ Dates and times
 - Corresponding dates for 2021
- ✓ Add 2 sale slots for meat goats
 - Larry: largest specie. Clyde: increase from 10 to 20 sale slots

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District 3: Todd Roberson & Brian Pointer ~ **District 4:** Vivian Flemens & Tyson Pierce ~ **District 5:** Pat Sims & Marcy Butts

- ✓ Removal of Horse Department English classes and speed events
 - Clyde: lack of interest, adding Ranch Horse Class to replace
- ✓ Horse Department Classes 100 (Prospect Colt) and 101 (Prospect Filly) moving to Thursday, August 5th, after the Steer Show, time TBD
 - Larry: Horse kids will be more involved with daily Fair; animals will check in on Sunday as do all the other species. Clyde: more visibility; more interest in project
- ✓ Add Market Beef Heifer class
 - Larry: this is different than Breeding Heifer class, eligible to show against Steers for Grand/Reserve. There have to be 5 in a class before 1 is eligible to sale; 6 or more in a class allows for 2 sale slots. These heifers will show open with vet certificate and be a market animal only. Clyde: another avenue to get more kids involved, less cost

Chairman Wheeler went over each item and had the Fair Board vote individually; each item passed unanimously.

Trey Kerby made motion to approve the 2021 Livestock Rule Updates. Kris Allen seconded the motion; motion carried unanimously.

ITEM 03: DISCUSSION ITEMS

- Committee Report
 - ✓ Livestock Committee

Chairman Clyde Wilhoit highlighted the Committee report. The Committee would like to add a Bakers class and sale slots to the Rabbit Dept. It was also discussed that only current, bonafide 4H/FFA members are approved to show livestock. Exhibitor must show their own animal in the Showmanship division. Other changes involve breaking up classes in the Lamb and Goat departments. The Lea County Breeders divisions must have 2 large animals or 3 small animals to compete. The Livestock Committee also discussed the possibility of changing the Marvin McClish buckle name; this will go to the Buckle & Award Committee. Also the Livestock Committee will go to the Livestock Sale Committee about the possibility of moving the Livestock Sale from Saturday morning to either Friday evening or Saturday afternoon.

ITEM 04: OTHER BUSINESS

No other business was discussed.

ADJOURN

Trey Kerby made a motion at 6:45 P.M. to adjourn this meeting. Kris Allen seconded the motion; motion carried unanimously.

Next Scheduled Meeting: February 8, 2021 at 6 pm

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