



## Minutes of Regular Meeting Lea County Fair and Rodeo Board

Monday, February 8, 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 6:05 P.M. at the Lea County Fair Board Meeting Room.

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

Also Present: GM Jim Kemp, AC Brandy Campbell, BM Cristina Wilhoit, Commissioner Sims, Commissioner Jackson, County Manager Gallagher

### ITEM 01: FAIR AND RODEO BOARD

- Consideration of Approval of the January 11, 2021 Meeting Minutes

No discussion.

**Kris Allen made motion to approve minutes from the January 11, 2021 special meeting. Marcy Butts seconded the motion; motion carried unanimously.**

- Public Comments

No comments.

- Fair & Rodeo Board Member Comments

No comments.

### ITEM 02: ACTION ITEMS

- Consideration of Approval of 2021 Entercom Digital Advertising

Harry Harlan introduced Kevin Brelsford as the presenter for the Entercom Digital Advertising. Mr. Brelsford presented “digital elements” to help sell tickets to the event. The ads would be scheduled to run from May 15<sup>th</sup> thru August 7<sup>th</sup>, 2021. The following options were presented: “Connected TV” (commercials ran on local residents’ streaming services; targeted audience); “Targeted Display” (banner ads on websites via mobile phone websites visited); “Social Conquesting” (ads on social media based on user’s past history). Three packages were presented varying from \$10,000 to \$23,000. Member Todd Roberson asked how much each cost per impression on social media would be. Mr. Brelsford said it comes out to \$23/per thousand impression and to divide the number of impressions by total price, which would average to \$23.53/per thousand impression. Member Kris Allen asked if data reports could be presented to the board after the fair. Mr. Brelsford said the data reports can be generated from the “Social Conquesting” only. Chairman Larry Wheeler suggested tabling the action item in order to have a more in depth study and discussion on the matter.

**Kris Allen made motion to table the approval of the 2021 Entercom Digital Advertising. Trey Kerby seconded the motion; motion carried unanimously.**

- Consideration of Approval of 2021 Livestock Rule updates:

- ✓ Rabbit Department – add Baker class & 2 sale slots

- Livestock Superintendent Clyde Wilhoit stated the Rabbit Superintendents were interested in adding the class; the Baker Class has already been added to the

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Eastern Fair & State Fair. Chairman Wheeler suggested adding the class but with one sale slot and see how the participation rates go this year. Members Todd Roberson and Kris Allen agreed.

**Trey Kerby made motion to approve adding the Baker Class to the Rabbit Department with one sale slot. Kris Allen seconded the motion; motion carried unanimously.**

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

- Committee Report
  - ✓ Livestock Committee
    - Rodeo Chairman Trey Kerby stated that all contracts from the previous year had rolled to this year. The only contract waiting to be received is from the barrelman Cody Sosebee. The rodeo committee is set and ready for the fair.
  - ✓ Queen Committee
    - Chairman Larry Wheeler stated the queen committee updated dates on the applications and added a couple of items to the applications. The application deadline is May 28<sup>th</sup> with the Meet and Greet scheduled for June 3<sup>rd</sup>.
  - ✓ Buckle & Awards
    - B&A Chairman Kris Allen stated that the committee has chosen to remove the specialty name buckles and have renamed them to “Top Hand Livestock” and “Top Hand Horsemanship”. In the event that a person wants to have a buckle in their honor, the buckle will need to be ordered either separately or designed by fair officials and paid in full before ordering. The committee has chosen to go with Gist Silversmiths again for the buckles. To date, 34 buckles and 1 saddle have been paid for.

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

Member Tyson Pierce stated that the Sale Committee has discussed possibly changing the sale to 9am or 10am. This discussion will be left to the Fair Board at the next meeting.

Commissioner Jackson asked FB Members to discuss fair options with their local commissioners or commission liaisons, Jackson and Sims. A joint plan on how the fair will choose to move forward will need to be put in place for everyone to be on the same page.

### **ADJOURN**

**Trey Kerby made a motion at 7:00 P.M. to adjourn this meeting. Kris Allen seconded the motion; motion carried unanimously.**

**Next Scheduled Meeting: March 8, 2021 at 6 pm**

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