



## **Routt County Fair Advisory Board**

PO Box 1000 / 398 S. Poplar St., Hayden, CO 81639

970-276-3068 (P) ~ 970-816-9568 (M)

[info@routtcountyfair.org](mailto:info@routtcountyfair.org) ~ [www.routtcountyfair.org](http://www.routtcountyfair.org) ~    

### **FAIR ADVISORY BOARD AGENDA**

**January 13, 2021 ~ 6pm**

**Fairgrounds Exhibit Hall ~ Hayden (*subject to change*)**

#### **Call to order:**

1. Attendance: roll call
  - A. Present:
  - B. Excused Absent:
  - C. Unexcused Absent:
2. Approval of minutes:
  - A. Discussion:
  - B. Decision:
3. Accounts Payable Review
4. Correspondence:

#### **Guests/Standing Reports**

5. 4-H/CSU Extension Report
6. Coordinator Report
7. Maintenance report

#### **Unfinished Business**

#### **New Business**

8. Election of Officers
  - A. Nominations
  - B. Decision:
9. Sunshine Resolution
  - A. Review & signature
10. Board Member Attendance & Code of Conduct
  - A. Signatures
11. Friends of Fair
  - A. Discussion
  - B. Decision:
12. 2021 Sponsorship & 4-H
  - A. Discussion
  - B. Decision:
13. 2021 Fair Event/Activity Superintendents
  - A. Decision:
14. Infunity Entertainment Proposal
  - A. Discussion
  - B. Decision

#### **Standing Reports**

15. Jr. Livestock Sale update
16. Dermo Derby
17. Budget
18. Fair Book
19. Open Horse Show
20. Arena Events
21. Large/Small Animals
22. Home Arts
23. Midway and Camping
24. Entertainment

#### **Adjourn:**

**COMING UP - Fair Advisory Board Meeting: February 10, 2021, 6:00pm**

NOTE: All programs, services and activities of Routt County are operated in compliance with the Americans with Disabilities Act. If you need a special accommodation as a result of a disability, please call the Commissioners' Office at (970) 879-0108 to assure that we can meet your needs. Please notify us of your request at least seven business days prior to the scheduled event. Routt County uses the Relay Colorado service. Dial 711 or TDD (970) 870-5444.





## Google Analytics Report -Routt County Fair & Fairgrounds

Dec 1, 2020 - Dec 31, 2020

All Users  
100.00% Sessions

### Sessions

**153**

% of Total: 100.00% (153)



### New Users

**106**

% of Total: 100.00% (106)



### Pageviews

**239**

% of Total: 100.00% (239)



### Pages / Session

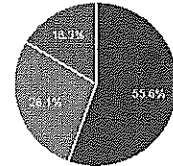
**1.56**

Avg for View: 1.56 (0.00%)



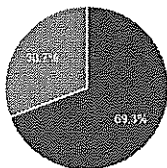
### Sessions by Traffic Type

■ referral ■ organic ■ direct



### Sessions by User Type

■ New Visitor ■ Returning Visitor



### Avg. Session Duration

**00:01:23**

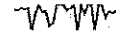
Avg for View: 00:01:23 (0.00%)



### Bounce Rate

**75.82%**

Avg for View: 75.82% (0.00%)



### Sessions by Keyword

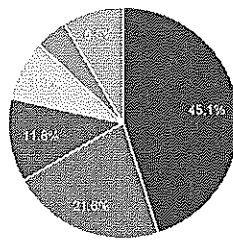
Keyword	Sessions
(not set)	111
(not provided)	38
2020 routt county fair results	1
2020 routt county fair results 4H extension	1
2020 routt county fair results 4H pdf	1
buck branaman 2021 clinics	1

### Sessions and Pages / Session by City

City	Sessions	Pages / Session
Craig	34	2.06
Denver	23	1.57
(not set)	22	1.09
Steamboat Springs	14	1.50
Coffeyville	8	1.00
Shanghai	4	1.00
Beijing	3	1.00
Castle Rock	3	1.33
Westminster	3	4.67
San Antonio	3	1.00

### Sessions by Browser

■ Chrome ■ Safari ■ Safari (in-app) ■ Android Webview ■ UC Browser ■ Other



### Sessions and Pageviews by Device Category

Device Category	Sessions	Pageviews
mobile	75	97
desktop	74	138
tablet	4	4



STATE OF COLORADO )  
 ) ss  
COUNTY OF ROUTT )

**RESOLUTION DESIGNATING PLACE FOR POSTING OF NOTICES OF MEETINGS OF THE ROUTT COUNTY FAIR ADVISORY BOARD IN ACCORDANCE WITH C.R.S. § 24-6-402.**

**WHEREAS**, the Routt County Fair Advisory Board is or may be a "local public body" subject to the requirements of C.R.S. § 24-6-402; and

**WHEREAS**, C.R.S. § 24-6-402 (2) (c) requires each public body to designate the public place or places where notices of meetings of the local public body will be posted annually at its first regular meeting of the year; and

**WHEREAS**, the first regular meeting of the Routt County Fair Advisory Board in 2021 took place on \_\_\_\_\_, 2021.

**NOW, THEREFORE, BE IT RESOLVED** by the Routt County Fair Advisory Board that the following places are hereby designated as the public places where all notices of meetings of the Routt County Fair Advisory Board required by C.R.S. § 24-6-402 are to be posted during the calendar year 2021:

1. On a website, social media account, or other official online presence of the Routt County Fair Advisory Board.
2. In the absence of a website, social media account, or other official online presence of the Routt County Fair Advisory Board, notice may be posted at the following designated public places:
  - a. The bulletin board located outside the Clerk and Recorder's Office, located in the Routt County Courthouse, 522 Lincoln Avenue, Steamboat Springs, Colorado.
  - b. The bulletin board located outside the Commissioners' Office, located on the second floor of the Routt County Courthouse, 522 Lincoln Avenue, Steamboat Springs, Colorado.

**ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

**BY THE ROUTT COUNTY FAIR ADVISORY BOARD.**

Chairman

ATTEST:

Secretary





## **ROUTT COUNTY FAIR**

PO Box 1000 / 395 S. Poplar St., Hayden, CO 81639  
970-276-3068 (P) ~ 970-819-9568 (M) ~ 970-276-1023 (F)  
[info@routtcountyfair.org](mailto:info@routtcountyfair.org) ~ [www.routtcountyfair.org](http://www.routtcountyfair.org) ~  

### ***FAIR ADVISORY BOARD CODE OF CONDUCT***

#### **BOARD MEMBERS**

##### **BOARD MEETING ATTENDANCE**

###### **Purpose**

This policy is intended to support full contribution of all board members. All board members receive a copy of this official policy. The policy is reviewed once a year. The policy has been reviewed and authorized by the board (see signature and date below).

###### **Definition of a Board Attendance Problem**

A board attendance problem exists with any of the following conditions:

1. The member has two un-notified absences ("un-notified" means the member did not contact the Fair Coordinator at least **24-hours** prior to the meeting to indicate their anticipated absence);
2. The member has three notified absences;
3. The member misses one third of the total number of board meetings in a twelve-month period;

###### **Response to a Board Attendance Problem**

If a board attendance problem exists, the Board Chair will promptly contact the member to discuss the problem. The member's response will promptly be shared with the entire board at the next board meeting. At that meeting, the board will decide what actions to take regarding the board member's continued membership on the board.

If the board decides to recommend termination of membership to the Routt County Board of County Commissioners, termination will be conducted per Routt County Resolution 2010-004.

##### **ACTIVE PARTICIPATION**

Board members are expected to exercise the duties and responsibilities of their positions with integrity, collegiality, and care. This includes:

1. Making attendance at all meetings of the board a high priority.
2. Making punctuality at all meetings, activities and events a high priority.
3. Being prepared to discuss the issues and business on the agenda, and having read all background material relevant to the topics at hand.
4. Cooperating with and respecting the opinions of fellow Board members, and leaving personal prejudices out of all board discussions, as well as supporting actions of the Board even when the Board member personally did not support the action taken.
5. Putting the interests of the organization above personal interests.
6. Representing the organization in a positive and supportive manner at all times and in all places.
7. Showing respect and courteous conduct in all board and committee meetings and when acting in the capacity as a Fair Advisory Board Member.
8. Refraining from intruding on administrative issues that are the responsibility of management, except to monitor the results and ensure that procedures are consistent with board policy.
9. Observing established lines of communication and directing requests for information or assistance to the Fairgrounds Manager/Fair Coordinator.

##### **ACTIONS AND BEHAVIOR**

1. The Board expects of itself and its members ethical and business-like conduct. This commitment includes proper use of authority and appropriate decorum in group and individual behavior when acting as Board members.
2. Board members must avoid any conflict of interest with respect to their fiduciary responsibility.

3. I support the purpose of the organization and pledge my commitment to assist in carrying out its work.
4. As a board member, I will consistently act responsibly and prudently. I understand my duties to include: legal, fiscal and moral responsibility, along with my fellow board members, for the well-being of this organization. As such, it is my responsibility to:
  - a. Be familiar with our budget and take an active part in the budget planning process.
  - b. Know and approve all policies and programs and oversee their implementation.
  - c. Take responsibility for making decisions on organization issues and board matters.
  - d. Keep up-to-date on the business of the organization.
  - e. Excuse myself from discussions, decisions and votes where I may have a conflict of interest.
  - f. Actively participate in all fundraising activities.

Should I fail to fulfill these commitments to the organization, I understand that an officer of the Board will call upon me to discuss my responsibilities. Should there come a time where I am no longer able to fulfill my obligations to the organization, it will be my responsibility to resign my position as a member of the Board.

### **ORGANIZATION**

As a board member, I understand that the organization will be responsible to me in the following ways:

1. I expect that I will have information about programs, policies, goals and objectives as appropriate.
2. Opportunities will be provided for me to discuss the organization's programs, goals, activities and status with the Fairgrounds Manager/Fair Coordinator and the Board President.
3. It is expected that board members and the Fairgrounds Manager/Fair Coordinator will respond in a straightforward fashion to questions that I feel are necessary to carry out my fiscal, legal and moral responsibilities to the organization.
4. Board members and the Fairgrounds Manager/Fair Coordinator will work in good faith with me towards achievement of our goals.
5. If the organization does not fulfill its commitments to me, I may call upon the Board President and Fairgrounds Manager/Fair Coordinator to discuss the organization's responsibilities to me.
6. When performing its responsibilities in accordance with Routt County resolution 2010-004, the Fair Advisory Board and its members shall be covered in accordance with County's liability insurance coverage.

By my signature, I acknowledge that I have read, understand, and agree to the above policy.

\_\_\_\_\_  
PRINTED NAME

\_\_\_\_\_  
DATE

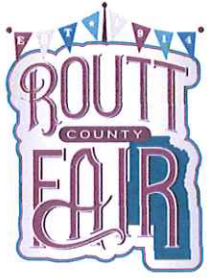
\_\_\_\_\_  
SIGNATURE

Fair Advisory Board President signature indicating acknowledgement and Board authorization.

\_\_\_\_\_  
FAB PRESIDENT SIGNATURE

\_\_\_\_\_  
DATE





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info@routtcountyfair.org ~ www.routtcountyfair.org



Partner with one of the Yampa Valley's oldest events!

After all that 2020 threw at us, we are ready to get BACK IN THE SADDLE in 2021! The 2021 Routt County Fair will be held August 13-16 on the same tract of land where it began in 1914. Strong on western entertainment, the Routt County Fair maintains the glory, commitment and integrity of the Yampa Valley's spirit. The Routt County Fair offers fun-filled, family oriented activities and events enjoyable for all audiences.

As a sponsor of the Routt County Fair, your generosity goes toward honoring traditions and creating opportunities for families and youth to enjoy, and participate in our community's heritage. Routt County Fair pride runs deep in the Yampa Valley as proven in our Home Art's Department (Exhibition Hall) where we consistently exceed 1,200 entries. That's more than Moffat, Eagle, Jackson, and Rio Blanco counties...COMBINED!

Not only will your sponsorship create positive community relations and brand awareness in a non-traditional way, your sponsorship benefit package could also help you reward hard working employees and loyal customers. Whatever your business goals, we have a variety of ways for you to be involved.

Call 970-276-3068 or email info@routtcountyfair.org for more information and to sign on! Visit us at www.routtcountyfair.org and follow us on Facebook, Twitter, Instagram and Snapchat!

Best Regards,

### Routt County Fair Advisory Board

Dave Long, President  
Don Hayes, Vice President  
Linda Long, Secretary/Treasurer  
Tina Decker  
Lane Iacovetto  
Kody May  
Lynn Powell  
Ben Vannoy  
Jill Delay, *Fairgrounds Manager/  
Fair Coordinator*







# SPONSORSHIP

## Diamond \$5000+

**NEW**

- ~ Logo on fair book cover
- ~ Mentions in all radio advertising
- ~ Logo and link on website homepage
  - ~ Logo on Fair t-shirt
- ~ 12 passes to ticketed event(s)
- ~ Full-page fair book ad\*
- ~ 2 Banner placements (sponsor provides)
- ~ Reserved VIP Parking
- ~ Recognition in Fair social media
  - ~ Exhibitor space
- ~ Logo and link on sponsor webpage
- ~ Recognition on "official" sponsor list(s)
- ~ Commercial announcement at ticketed events

## Platinum \$3000+

- ~ Full-page fair book ad\*
- ~ 2 Banner placements (sponsor provides)
- ~ Logo and link on website homepage
- ~ Recognition in Fair social media
- ~ Commercial announcement at ticketed events
- ~ Exhibitor space
- ~ 8 passes to ticketed event(s)
- ~ Logo and link on sponsor webpage
- ~ Recognition on "official" sponsor list(s)

## Gold \$1500+

- ~ Roadside Banner (sponsor provides)
- ~ Half-page fair book ad\*
- ~ 4 passes to ticketed events
- ~ Exhibitor space
- ~ Recognition on "official" Sponsor list(s)
- ~ Logo and link on sponsor webpage

## Silver \$1000+

- ~ Rail Banner (sponsor provides banner)
- ~ Quarter-page fair book ad\*
- ~ 2 passes to ticketed events
- ~ Recognition on "official" Sponsor list(s)
- ~ Logo and link on sponsor webpage

## Bronze \$500+

- ~ Business card fair book ad\*
- ~ Recognition on "official" Sponsor list(s)
- ~ Name on sponsor webpage

## Copper \$250+

- ~ Recognition on "official" Sponsor list(s)
- ~ Name on sponsor webpage

\*Fair book ads must be received by **APRIL 7** to be included in the Fair Book.

**Event sponsor exclusivity is available.**

**Please contact the Fair Office.**

**(970) 276-3068 or [jdelay@co.routt.co.us](mailto:jdelay@co.routt.co.us)**



## 2021 ROUTT COUNTY FAIR SPONSORSHIP OPPORTUNITIES INCLUDE

- Adopt-A-Pig
- Adult Pig Scramble
- Barn Dance w/live band
- Bonfire w/live music
- Demolition Derby
- Dress Your Animal Contest
- Family Entertainment: (NEW: bounce houses, cornhole, tic tac toe, sand box, bubble station, cake walk, etc.)
- Freestyle Reining/Dressage
- Home Arts
- Lawn Mower Races (NEW)
- Mini Bronc Riding
- Miniature Golf (NEW)
- Mutton Bustin'
- Open Barrel Race
- Open Draft Horse Contest
- Open Horse Show
- Parade
- Power Wheels Derby (NEW)
- Pretty Baby Contest
- Ranch Sorting
- Wine & Beer Contest
- Youth Bull Riding

**Previous year event sponsor gets first right of refusal.**

**COMMITMENTS ARE DUE THE LAST BUSINESS DAY IN JANUARY.**

*If commitment is not secured by previous sponsor as of the due date, the event becomes available.*



# ADVERTISING

## Fair Book Ads

<b>Back Cover</b>	\$700
<b>Inside Front Cover</b>	\$450
<b>Inside Back Cover</b>	\$375
<b>Full Page</b> (7.5W X 10.25H)	\$200
<b>Half Page</b> (7.5W X 5.1H)	\$175
<b>Quarter Page</b> (3.6W X 5.1H)	\$100
<b>Business Card</b> (3.25W X 2.25H)	\$50
<b>Brand</b> (must be electronic file to be included)	\$20

**4H/FFA Thank You Ad** \$20  
(4H/FFA Youth Only-ONE THANK YOU PER AD)

**4H & FFA MEMBERS RECEIVE  
25% DISCOUNT ON NON-COMMERCIAL  
ADS QUARTER PAGE SIZE OR LARGER!**

-Routt County Fair **DOES NOT** create or make changes to ads.

## Banners

(sponsor provides banner)

<b>Roadside</b> (on fence along Poplar St.)	\$350
<b>Grandstands</b> (back of grandstands at main entrance)	\$325
<b>Livestock Barn</b>	\$350
<b>Bucking Chute</b> (on bucking chute, limited)	\$300
<b>Rail Banner</b> (on inside rail of arena)	\$250

## Combo

Combine a full page Fair Book Ad with a Banner and receive 20% discount!

**For maximum recognition and advertising in the Fair Book, all information must be received by April 8**

**RETURN TO:**

**ROUTT COUNTY FAIR**

**PO Box 1000**

**Hayden, CO 81639-1000**

**[jdelay@co.routt.co.us](mailto:jdelay@co.routt.co.us)**



**Fairbook Advertising  
DUE APRIL 7**

~ *Routt County Fair **DOES NOT CREATE OR MAKE CHANGES TO ADS***

~ Ads must be submitted in the correct size and format (.jpg, .png, .pdf)

~ Routt County Fair is not responsible for presentation of ads not submitted in this format

~ Not applicable to Business Card Ads, simply submit your business card

BUSINESS/ORGANIZATION NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB: \_\_\_\_\_

### SPONSORSHIP SUPPORT

(please indicate level, see page 2)

- \_\_\_\_\_ Diamond  
\_\_\_\_\_ Platinum  
\_\_\_\_\_ Gold  
\_\_\_\_\_ Silver  
\_\_\_\_\_ Bronze  
\_\_\_\_\_ Copper  
\_\_\_\_\_ Other (prizes, event supplies, in-kind, etc.)

Specific Event? \_\_\_\_\_

Payment included \_\_\_\_\_ Bill Me  
Email and mailing address required

### ADVERTISING SUPPORT

(please indicate size, see above)

- \_\_\_\_\_ Fair Book Ad Size  
\_\_\_\_\_ Banner Location  
\_\_\_\_\_ Combo

\_\_\_\_\_ Payment included \_\_\_\_\_ Bill Me  
Email and mailing address required







**AUGUST 13\*15  
OPEN HORSE SHOW**



**AUGUST 16\*21  
4\*H SHOWS AND ACTIVITIES**



**AUGUST 19\*22  
ROUTT COUNTY FAIR**



Routt County Fair Advisory Board  
PO Box 1000  
Hayden, CO 81639

**107th Annual Routt County Fair**





## Infunity Events

Barnyard Zone:	\$900
Giant Slide:	\$1350
Obstacle Course:	\$1500
Sub-Total:	\$3750
Discount 30%:	\$-1125

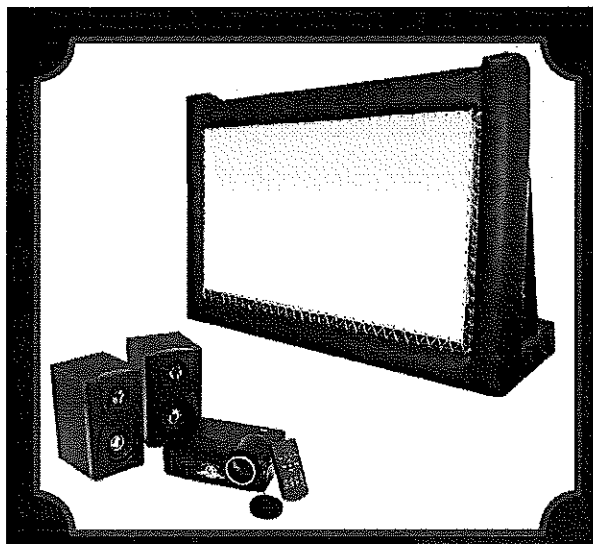
Equipment Total:	\$2625
Staff/Travel:	\$1200

**TOTAL COST: \$3825**

**1/2 day Thursday, full days Friday and Saturday, 1/2 day Sunday**

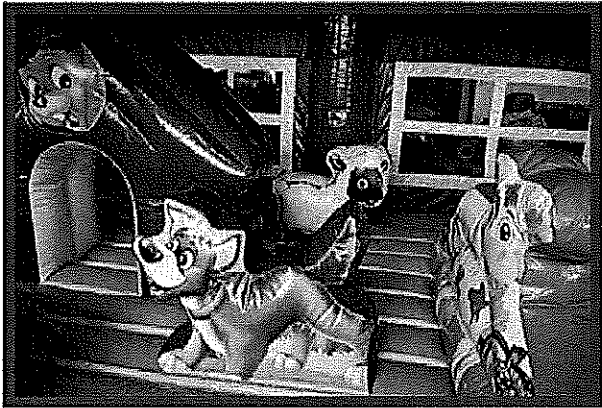
**No pay-to-play, all free.**

Add Inflatable movie screen: \$550 (we provide the Blu Ray or DVD)





BARNYARD ZONE  
(for younger crowd) - \$900





GIANT SLIDE  
(22' dual lane, good for all ages) - \$1350

Save

Q





MEGA OBSTACLE COURSE  
(32' , good for all ages) - \$1500

