



**DOUGLAS COUNTY FAIR BOARD
THURSDAY, AUGUST 22, 2024
AGENDA**

6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE

Public Meeting

Public Comment

Approval of Last Meeting Minutes

Treasurer's Report

Reports from other groups

Regular Agenda

Staff Report

Old Business

None

New Business

Fair review -- This is an overview of the 2024 Fair and Rodeo, we will conduct a formal debrief in September

Other Business

Director Comments

Adjournment

Next Meeting: September 19, 2024

Rules for Citizen Engagement at Fair Board Meeting

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Mission Statement: The Douglas County Fair and Rodeo is the premier annual community event in Douglas County bringing together the best of Rural Heritage, Agriculture, Western Sports, Youth and Adult Exhibits and quality Entertainment.



DOUGLAS COUNTY FAIR BOARD

THURSDAY, JULY 18, 2024

JAMES R. SULLIVAN EVENTS CENTER – CONFERENCE ROOMS

MINUTES

Dean Elliott - Chairperson, called the Douglas County Fair Board meeting to order at 6:05 p.m. on July 18, 2024. The meeting was held in the James R. Sullivan Events Center Conference Rooms. The Pledge of Allegiance was recited.

Board Members Present:

*John Adams
Scott Candelaria
Dean Elliott
Sarah Fischer
Jennifer Foss
Wes Jacobs
Scott McHenry
Debbie Mills
Phil Riesselman
Pat Salazar
Hayden Schmidt
Pam Spradlin
Lori Sorenson
Lora Talbert
Rob Tkach
Gary Turner
Lisa Turner*

Associate Members Present:

*Nick Candelaria
Ryan Kennedy
Kyle Moore
Dick Sabulsky
Jean Sabulsky
Ted Sorenson
Chris Spyke
Monica Wilson*

Other Guests Present:

*Marcus Ballinger
Tori Checkal
Cindy Duckworth
Sofia Foss
Tristin Hastings
Danny Talbert*

Staff Members Present:

*Laurie Anderson
Zach Burns
Lisa Goudy
Clay Gysin
Sharon Hines
Jason Kennedy, DCSO
Teresa Kutt
Michelle Mannes
Tori Thelen
Sheriff Darren Weekly*

Board Members Absent:

*Pat Candelaria
Tom Harris
Gabriel Ryan*

Associate Members Absent:

*Ben Alderton
Matt Coyle
Deb Dilley
Josiah Fredericks
John Holst
James Jamison
Chayce Lutz
Patti Russell
Kate Wormington*

6:05 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE**Public Meeting**

Guests at this month's meeting were introduced:

Lt. Laurie Anderson introduced new contacts at the Douglas County Sheriff's Department, Capt. Jason Kennedy and Lt. Sanders, who will do the swing shift during the fair.

Debbie Mills had the 2024 Douglas County Fair & Rodeo Royalty Court introduce themselves; in attendance were Queen Attendant Stefanee Whitney; Clair Temme, Princess; and McKinley Holden, Princess.

Public Comment – None

A tour of the Fairgrounds was completed in anticipation of the Fair.

Back to order: 7:15 PM

Approval of Last Meeting Minutes – Gary made a motion to approve the minutes. Seconded by Rob. No discussion. All Approved.

Consent Agenda: John asked for the rodeo update to be removed and moved to Other Business on the agenda. Lisa made a motion to approve the consent agenda. John seconded. No discussion. All approved.

Treasurer's Report—Wes reported that year-to-date expenses are \$848,699.93, and current revenue is \$359,798.80, with more expected throughout the Fair.

Reports From Other Groups

CSU Extension—Tori reported that Exhibit Day and interviews are scheduled for Saturday, July 20, in the Events Center.

4-H Foundation – No report

Fair Foundation – Cindy reported that the Cowboy Ball was the top fundraiser and plans for 2025 were underway. On Sept. 14, the foundation will hold the inaugural Cowboy Golf Stampede. Scott recommended that 4-H youth help with the event. There will be no Ghost Town Hoe Down this year. Tom Harris has launched a planned giving program for the foundation. Leg Up program had 6 youths qualify to show at the fair. There will be an increase in funds for Leg Up in 2025. This year marks the tenth anniversary of the program. The chuckwagon and Foundation table will be near the rabbit barn again this year.

4-H Youth Council: Marcus reported that new officers were elected to the council, and shooting sports kicked off the fair a few weeks prior.

Regular Agenda**Staff Report**

DC Safety & Security Manager Jason Petalas and his team will be set up in the basement of CSU.

Clay presented safety training for attendees that covered best practices and plans for the Fair. The ops plan is the same as last year.

If you must call 911, please call the on-site security office also.

Lisa Goudy provided an update on ticket sales. Ticket sales nationwide are down, with an increase in box office sales on the day of the event. All ticket booths will be open for the concert. Rodeo ticket sales are doing better than at the same time last year.

Lisa also provided an update on Volunteer recruitment. The first week has good coverage on critical shifts, but the second weekend, we are low on volunteers for Friday and Saturday. Friday has 23 shifts open, and Sunday has 18. Sheriff Weekly will post volunteer needs on his social media channels. Cindy suggests everyone post to help recruit more volunteers.

Old Business

Back numbers: Debbie was able to secure 640 back numbers for contestants. The material will improve the Tyvex ones that were previously used.

New Business

Avian Flu Update

Hayden provided an update on the spread of avian flu to dairy cows. The 2024 fair will be the first time that dairy cows show will be held in many years. Only one family has cows participating. There have been no other cases of transmission to other animals in CO, but Avian flu can be transmitted to humans and can be transmitted through milk. The fair board must decide if the Fair should proceed with a whole or modified show. Hayden recommends that the public should not touch the cows, that milk should be dumped, and that they should work with the family to mitigate risk. The on-site veterinarian will share information on Avian Flu.

The Poultry Show's plan is to return to a full show with barns open to the public. In the last two weeks, a private facility in Weld County has been closed due to the avian flu. Five to six people at the site tested positive for the flu, and 1.8 million birds were terminated.

Weld County has canceled its poultry show. A modified show would reduce the schedule for the birds on site. Animals would come in the morning and leave at night, with cleanings between each day. No public access to the poultry show would exist, and market sale birds would stay on-site through Saturday morning.

Hayden requests that the Fair Board decide in this meeting whether to continue with a full show or modify it as a precaution. There is no time to wait; the decision should be made tonight.

If Fair continues with the full show, Hayden recommends adding disinfectant shoe mats in the Poultry barns and hand sanitizing stations. There has been no state mandate, but the State has released guidelines for biosecurity.

Wes moved to proceed with the full show, which Lori seconded. Phil and Scott McHenry objected. The motion passed.

Hayden emphasized that Fair Board members should not comment on Avian Flu without knowledge. Scott M. requested talking points be provided. Hayden agreed.

Rodeo

John provided an update to the Rodeo Meeting Minutes. Hometown Rodeo registration will close on Sunday, July 21. After it closes, the committee will reallocate open spaces to events with a waitlist and reopen registration for those spots.

Dean mentioned that the August Fair Board meeting will be moved to August 22.

Adjournment at 8:13 pm.

Next Meeting: August 22, 2024

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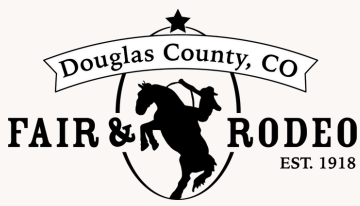
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**55250 - Fair 2024 Operating Budget
Fairboard Summary**

Line Item. Subledger	Description	Approved BASE Budget	Ammdended Budget	2024 Actual Budget	YTD Expenditures	YTD Anticipated	Remaining	% Remaining
CHARGES FOR SERVICES								
211400	A/P General	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0! %
344200	Facilities Use Fees	\$0.00	\$0.00	\$0.00	(\$1,500.00)	\$0.00	\$1,500.00	#DIV/0! %
344300	Admissions Surcharge	(\$24,000.00)	\$0.00	(\$24,000.00)	\$6,413.00	\$0.00	(\$30,413.00)	126.72 %
344301	Ticket Surcharge	(\$365,000.00)	\$0.00	(\$365,000.00)	(\$398,969.57)	\$0.00	\$33,969.57	-9.31 %
344302	Vendor Surcharge	(\$45,000.00)	\$0.00	(\$45,000.00)	(\$19,700.00)	\$0.00	(\$25,300.00)	56.22 %
344303	Participant Surcharge	(\$16,000.00)	\$0.00	(\$16,000.00)	\$0.00	\$0.00	(\$16,000.00)	100.00 %
344304	Event Sponsorships	(\$257,000.00)	\$0.00	(\$257,000.00)	(\$252,900.00)	\$0.00	(\$4,100.00)	1.60 %
344305	Event Commissions	(\$88,800.00)	\$0.00	(\$88,800.00)	(\$103,540.56)	\$0.00	\$14,740.56	-16.60 %
344401	Catering Fee	(\$101,000.00)	\$0.00	(\$101,000.00)	\$208.39	\$0.00	(\$101,208.39)	100.21 %
MISCELLANEOUS REVENUES								
383300	Contrib-Foundation/Estates	\$0.00	\$0.00	\$0.00	(\$76,000.00)	\$0.00	\$76,000.00	#DIV/0! %
384500	Miscellaneous Revenues	\$0.00	\$0.00	\$0.00	(\$4,041.25)	\$0.00	\$4,041.25	#DIV/0! %
PERSONNEL SERVICES								
411100	Personnel Costs (Salary, OT, Benefits, Phone)	\$183,446.00	\$0.00	\$183,446.00	\$93,229.96	\$0.00	\$90,216.04	49.18 %
ADMINISTRATION COMMITTEE								
433400	Operating Supplies	\$25,000.00	\$0.00	\$25,000.00	\$6,142.95	\$0.00	\$18,857.05	75.43 %
433500	Uniforms	\$2,000.00	\$0.00	\$2,000.00	\$4,897.34	\$0.00	(\$2,897.34)	-144.87 %
443570	County Fair Services	\$98,000.00	\$20,000.00	\$118,000.00	\$131,757.38	\$0.00	(\$13,757.38)	-11.66 %
444300	Equipment Rental	\$17,200.00	\$50,000.00	\$67,200.00	\$62,659.41	\$0.00	\$4,540.59	6.76 %
444500	Software/Hardware Supp/Maintenance	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$2,000.00	100.00 %
445200	Metro Area Meeting Expense	\$1,500.00	\$0.00	\$1,500.00	\$19.87	\$0.00	\$1,480.13	98.68 %
445500	Catered Meal Services	\$7,500.00	\$0.00	\$7,500.00	\$11,525.99	\$0.00	(\$4,025.99)	-53.68 %
ADMINISTRATION COMMITTEE TOTAL				\$223,200.00	\$217,002.94	\$0.00	\$6,197.06	2.78 %
MARKETING COMMITTEE								
433400	Operating Supplies	\$4,200.00	\$0.00	\$4,200.00	\$7,316.46	\$0.00	(\$3,116.46)	-74.20 %
440100	Printing/Copying/Reports	\$20,300.00	\$0.00	\$20,300.00	\$8,173.52	\$1,550.00	\$10,576.48	52.10 %
440200	Newspaper Notices/Advertising	\$41,000.00	\$10,000.00	\$51,000.00	\$12,337.16	\$50,150.00	(\$11,487.16)	-22.52 %
443570	County Fair Services	\$12,000.00	\$0.00	\$12,000.00	\$10,092.34	\$2,000.00	(\$92.34)	-0.77 %
445300	Travel Expense (445300)	\$1,500.00	\$0.00	\$1,500.00	\$2,458.56	\$0.00	(\$958.56)	-63.90 %
445500	Catered Meal Services	\$2,900.00	\$0.00	\$2,900.00	\$1,592.95	\$0.00	\$1,307.05	45.07 %
447850	Fair Awards (447850)	\$3,200.00	\$0.00	\$3,200.00	\$2,224.83	\$0.00	\$975.17	30.47 %
MARKETING COMMITTEE TOTAL				\$95,100.00	\$44,195.82	\$53,700.00	(\$2,795.82)	-2.94 %
ENTERTAINMENT COMMITTEE								
433400	Operating Supplies	\$15,000.00	\$0.00	\$15,000.00	\$6,629.33	\$0.00	\$8,370.67	55.80 %
443570	County Fair Services	\$60,300.00	\$210,000.00	\$270,300.00	\$247,460.80	\$0.00	\$22,839.20	8.45 %
ENTERTAINMENT COMMITTEE TOTAL				\$285,300.00	\$254,090.13	\$0.00	\$31,209.87	10.94 %
RODEO COMMITTEE								
433400	Operating Supplies	\$6,500.00	\$0.00	\$6,500.00	\$9,855.77	\$400.00	(\$3,755.77)	-57.78 %
443570	County Fair Services	\$85,000.00	\$38,000.00	\$123,000.00	\$131,119.30	\$500.00	(\$8,619.30)	-7.01 %
444300	Equipment Rental	\$21,500.00	\$0.00	\$21,500.00	\$4,052.12	\$0.00	\$17,447.88	81.15 %
445300	Travel Expense (445300)	\$3,500.00	\$0.00	\$3,500.00	\$185.00	\$0.00	\$3,315.00	94.71 %

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Fairboard Summary**

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445500	Catered Meal Services	\$5,500.00	\$0.00	\$5,500.00	\$5,406.43	\$3,093.57	(\$3,000.00)	-54.55 %
447400	Judges	\$3,500.00	\$0.00	\$3,500.00	\$300.00	\$3,700.00	(\$500.00)	-14.29 %
447850	Fair Awards (447850)	\$84,500.00	\$50,000.00	\$134,500.00	\$136,000.00	\$0.00	(\$1,500.00)	-1.12 %
RODEO COMMITTEE TOTAL				\$298,000.00	\$286,918.62	\$7,693.57	\$3,387.81	1.14 %
GUEST SERVICES COMMITTEE								
433400	Operating Supplies	\$2,000.00	\$0.00	\$2,000.00	\$5,556.81	\$0.00	(\$3,556.81)	-177.84 %
433500	Uniforms	\$3,500.00	\$0.00	\$3,500.00	\$5,423.85	\$0.00	(\$1,923.85)	-54.97 %
443570	County Fair Services	\$10,000.00	\$0.00	\$10,000.00	\$3,702.56	\$0.00	\$6,297.44	62.97 %
GUEST SERVICES COMMITTEE TOTAL				\$15,500.00	\$14,683.22	\$0.00	\$816.78	5.27 %
LIVESTOCK SALE COMMITTEE								
433400	Operating Supplies	\$7,000.00	\$0.00	\$7,000.00	\$8,200.36	\$0.00	(\$1,200.36)	-17.15 %
440100	Printing/Copying/Reports	\$1,000.00	\$0.00	\$1,000.00	\$3,108.32	\$1,850.00	(\$3,958.32)	-395.83 %
443570	County Fair Services	\$2,500.00	\$0.00	\$2,500.00	\$3,344.68	\$2,489.79	(\$3,334.47)	-133.38 %
444300	Equipment Rental	\$9,800.00	\$0.00	\$9,800.00	\$0.00	\$0.00	\$9,800.00	100.00 %
445500	Catered Meal Services	\$7,000.00	\$0.00	\$7,000.00	\$8,194.66	\$0.00	(\$1,194.66)	-17.07 %
438500	C.A. Computer - Related	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0! %
474800	Capital Asset	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0! %
LIVESTOCK SALE COMMITTEE TOTAL				\$27,300.00	\$22,848.02	\$4,339.79	\$112.19	0.41 %
SHOW MANAGEMENT COMMITTEE								
433400	Operating Supplies	\$7,000.00	\$0.00	\$7,000.00	\$4,918.33	\$0.00	\$2,081.67	29.74 %
443570	County Fair Services	\$1,200.00	\$5,000.00	\$6,200.00	\$17,071.73	\$0.00	(\$10,871.73)	-175.35 %
445500	Catered Meal Services	\$2,000.00	\$0.00	\$2,000.00	\$2,824.16	\$0.00	(\$824.16)	-41.21 %
447400	Judges	\$18,400.00	\$0.00	\$18,400.00	\$11,115.05	\$0.00	\$7,284.95	39.59 %
447850	Fair Awards (447850)	\$27,720.00	\$0.00	\$27,720.00	\$29,506.24	\$6,500.00	(\$8,286.24)	-29.89 %
474800	Capital Asset	\$0.00	\$0.00	\$39,121.00	\$35,769.11	\$0.00	\$3,351.89	8.57 %
SHOW MANAGEMENT COMMITTEE TOTAL				\$100,441.00	\$101,204.62	\$6,500.00	(\$7,263.62)	-7.23 %
	REVENUE	(\$896,800.00)	\$0.00	(\$896,800.00)	(\$850,029.99)	\$0.00	(\$46,770.01)	5.22 %
	FIXED CHARGES (Personnel)	\$183,446.00	\$0.00	\$183,446.00	\$93,229.96	\$0.00	\$90,216.04	49.18 %
	OPERATING BUDGET	\$622,720.00	\$383,000.00	\$1,044,841.00	\$940,943.37	\$72,233.36	\$31,664.27	3.03 %
	TOTAL PERSONNEL/OPERATIONS	\$806,166.00	\$383,000.00	\$1,228,287.00	\$1,034,173.33	\$72,233.36	\$121,880.31	9.92 %
	GRAND TOTAL FOR 55250 (PERSONNEL+OPERATIONS - REVENUE)	\$806,166.00	\$383,000.00	\$1,228,287.00	\$1,034,173.33	\$72,233.36	\$168,650.32	13.73 %



Post-Fair BOCC Brief

8/19/2024

Ticket Sales & Attendance

Ticket Revenue of \$398,970 represents a 13% increase over 2023.

Attendance is believed to be in-line with what we saw the last two years. This year we incorporated some more advanced tools to better track this. Attendance estimates for 2024 are over 60,000.

Sponsorship

Total Sponsorship of \$403,310 represents growth of \$99,299 or 32% over 2023.

- 20+ New Sponsors
- 96 Total Sponsors

Sponsorship will remain the biggest growth opportunity for the Fair & Rodeo.

Marketing

The Committee took a little different approach to our marketing efforts this year, shortening the length of our primary campaign, allocating the bulk of ad spend for after the 4th of July.

- Metrics for social media were outstanding, this is an area we will lean into going forward.
- Metrics for website traffic were strong.

4-H & Livestock Sale

A total of 2521 entries this year, down moderately from 2023. A new class this year, Mini Horse. Poultry Barn was open to the public again this year after dealing with Avian Flu concerns in recent years. The committee with the help of Fair Foundation has also been able to coordinate the addition of a livestream service for the the livestock shows and sale.

Sale animals were down 18% this year. The average sale price per animal came in at \$5,508 (11% increase from 2023).

Entertainment & Events

- Chris Janson kicked things off for us in a BIG way, he put on a fantastic show! Concert attendance was down compared to last year, but that's not abnormal from what they are seeing industry wide this year. Weather that day had a negative effect on our walk-up sales.
- F2T in the Pavilion received rave reviews! We learned plenty in the process and are already working through things to improve the experience going forward.
- A concept we are excited to continue to grow is Kirk Hall as the Everyday Ag Center. A space dedicated to fun educational programming around local agriculture and its importance. The Committee has long term plans to grow this concept.
- Exceptional Rodeo X 2. The newfounded partnership with Developmental Pathways was a perfect fit!
- More live music on the Midway Stage this year was well received, there is still room to maximize this performance space even more.
- The Kid's Corral, new this year, was a hit! Showcasing the plethora of free entertainment for families will be a priority in our marketing efforts for 2025.
- The Rodeos and all the athletes that competed were fantastic! It's a reflection of the work the committee has done and the commitment the County has made with the additional purse money.

Volunteers

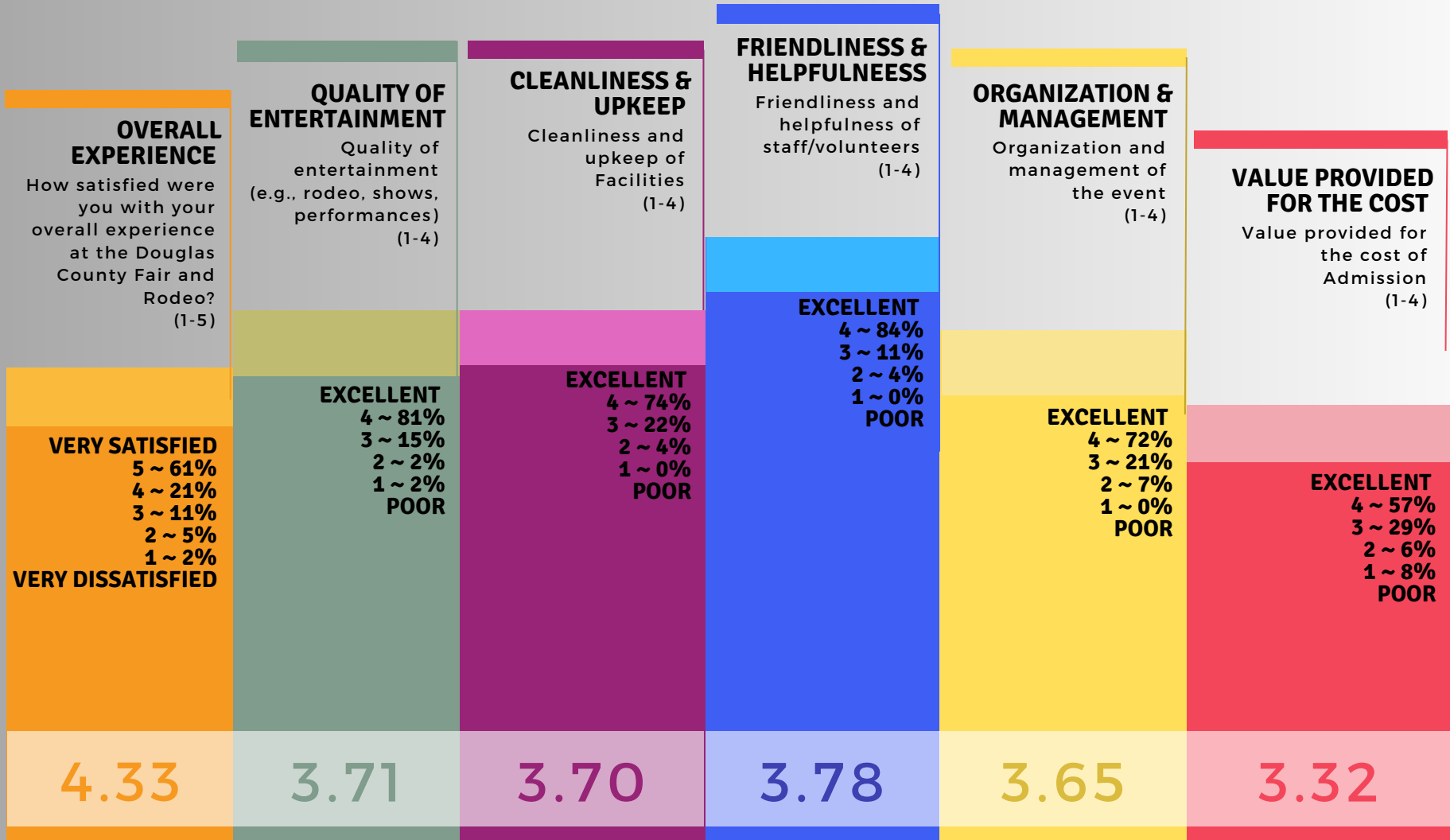
- Filling volunteer shifts was a struggle this year. We're exploring some new recruitment avenues for next year. More than 50% of our volunteers are County Staff. It's important for the Board to know the impact the County staff as a whole has on Fair, and how much we appreciate them!

KPIs

Ticket Revenue +13%
Cash Sponsorship +31%
Overall Sponsorship +33%
Vender Commissions +10%
Customer Feedback Rating 3.6/4

TICKET BUYER FEEDBACK

INCLUDES CONCERT, RODEO, FARM TO TABLE & FRIDAY/SATURDAY GROUNDS ADMISSION PATRONS



TICKET BUYER FEEDBACK

INCLUDES CONCERT, RODEO, FARM TO TABLE & FRIDAY/SATURDAY GROUNDS ADMISSION PATRONS
-- OPEN ENDED QUESTIONS --

WHAT DID YOU ENJOY MOST?

What did you enjoy most about the Douglas County Fair & Rodeo?

- RODEO - 41 COMMENTS
- ATMOSPHERE / COMMUNITY - 16 COMMENTS
- EVERYTHING - 13 COMMENTS
- ANIMALS - 10 COMMENTS
- CONCERT - 6 COMMENTS
- RODEO ANNOUNCER - 4 COMMENTS
- FARM TO TABLE - 4 COMMENTS
- CARNIVAL - 3 COMMENTS
- OPEN CLASS - 2 COMMENTS
- FOOD - 2 COMMENTS
- MARKETPLACE - 2 COMMENTS
- SHUTTLE SERVICE - 2 COMMENTS
- DIDN'T LIKE ANYTHING - 2 COMMENTS

WHERE DO WE NEED TO IMPROVE?

Is there anything specific you think we should improve upon for future events?

- NOTHING TO IMPROVE - 13 COMMENTS
- CARNIVAL PRICING - 11 COMMENTS
- FOOD PRICING - 7 COMMENTS
- ADDITIONAL MARKETPLACE VENDORS - 7 COMMENTS
- GROUNDS ADMISSION PRICING - 6 COMMENTS
- RESTROOM QUANTITY - 4 COMMENTS
- FOOD LINES - 3 COMMENTS
- ADDITIONAL SEATING THROUGHOUT GROUNDS - 3 COMMENTS
- COMFORT OF BLEACHERS - 2 COMMENTS
- ADDITIONAL AUXILIARY EVENTS - 2 COMMENTS
- ADDITIONAL SHADE - 2 COMMENTS
- EMS RESPONSE TIME - 1 COMMENT
- TRAFFIC ON PLUM CREEK - 1 COMMENT

KEY TAKE AWAYS

People are overwhelmingly satisfied with their Rodeo experience.

Our patrons enjoy the atmosphere and the sense of community they feel when attending our event.

The 4-H and Animal aspect of fair is appreciated by our patrons.

KEY TAKE AWAYS

People are frustrated with the pricing of everything other than the Concert & Rodeo tickets.

There is an appetite for additional marketplace vendors.

Additional shade and seating would be appreciated.