



**DOUGLAS COUNTY FAIR BOARD
THURSDAY, FEBRUARY 23, 2023
JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOM
AGENDA**

6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE

Public Meeting

Public Comment

Approval of Last Meeting Minutes

Treasurer's Report

Consent Agenda – Committee Minutes

Rodeo

- The Committee discussed the PRCA Pro Tour (NFR Playoff Series). The PRCA is providing us with \$15,500, \$8,000 for payout and \$7,500 for the Committee to use at their discretion. If the budget is approved, the Committee recommends using the extra \$7,500 as additional payout as well. The Committee also recommends adding an additional \$500 to that amount from the Fair budget to make an even \$8,000 in additional payout.
- The Committee recommends having the PRCA Youth Camp again for 2023 but adjusting the time from 12-3pm to 12-2pm, as well as not donating the proceeds back to PRCA for 2023.
- The Committee recommends keeping Hospitality the same as 2023 with the possible addition of using a pizza food truck on Thursday night.
- The Committee discussed adding Breakaway Roping to the PRCA rodeos but agreed now is not the time to add that event.

Show Management

- Hayden updated the Committee that Competition Rules have been approved via the changes that were submitted.
- The Committee recommends moving the Western Heritage (Shooting Sports) Competition up one week from Saturday, July 15 to Saturday, July 8.
- Mercedes updated the Committee on poultry restrictions from CSU regarding HPAI and how that may affect Fair if still in place at that time.
- Hayden gave an update on progress in securing judges for 2023.
- Noah reminded everyone that beef weigh-in will be on Saturday, March 4.

Executive

- Staff reported that several first weekend activities for will be returning for 2023 including the BBQ, Competition, Farm to Table Brunch, and Car Show.
- 2022 Director Attendance has been reviewed. There will be one additional Director position open to fill. Lisa and Gary Turner will be recommended as Directors to the Board of County Commissioners at their March meeting.
- A new tentative schedule was proposed.
- It was recommended that all ticket prices be increased by \$2/ticket.

- A request for an Exceptional Rodeo has been received. Committee members and Staff are looking into when and where this can fit in.

Entertainment

- Committee recommends meeting with Wide Open Saloon for Barn Dance – Meeting to occur February 23.
- Committee recommends \$2/ticket increase and the Barn Dance to be included in the general admission fee.
- Committee recommends Thursday 2:00pm Market Place opening for all, this will align with the Fair General Admission opening timeline.
- The Committee held a discussion on Kiefer Hitch and move the pricing to the Rodeo budget.

Livestock Sale

- Committee reviewed and delegated the 2022 sponsor list and connecting to renew sponsorship for the 2023 sale.
- Committee reviewed sale order of auction with Sheep to start for 2023.
- Shipping dates and timing was discussed as reviewing packing plant acceptance dates.

Administration

- Admin Committee discussed Workday and recommended having the Knights of Columbus back participating in food service. The Knights can assist with breakfast burritos for 8am–11am workday service
- Shirt order will go around again, Pam to verify cost if it includes embroidery.

Guest Services

- Recommendation to increase tickets by \$2 across the board. General admission and rodeo tickets included.
- Recommendation for 2 and under free at rodeo as well as general admission.
- Recommendation to include the barn dance with general admission on Saturday.
- Recommendation that each committee signs up for one Farmer's Market between May and July in either Highlands Ranch or Castle Rock.

Marketing

- Committee recommends Fair Board wear the same color shirt for the group photo in spring, 2023.
- The responses for the RFP seeking a media buyer are due by the end of February.
- Committee recommended the committee participate in hospitality sponsorships for Cervi Ranch and Summit ProRodeo as marketing/promotional tool.

Reports from other groups

Regular Agenda

Staff Report

First Weekend Updates

Old Business

Review Awards plan – High level Fair Board Directors Approval

Commissioner Action

New Business

**March meeting dates confirmation
2023 Tentative Fair Schedule
Ticket Pricing**

Other Business

Director Comments

Adjournment

Next Meeting: March 16, 2023

Rules for Citizen Engagement at Fair Board Meeting

In order to have orderly, efficient, civil, and productive board meetings, the following rules apply to all citizens that have a desire to address the Board:

1. Citizen comments will be heard during the public comment section at the board meeting.
2. All citizen comments must be addressed to the Board. Directing comments to staff or other members of the public is not permitted during Board meetings.
3. Public comment section is limited to ten minutes collectively.
4. Citizens are asked not to repeat comments made by others; merely indicate their concurrence.
5. Citizens will be asked to use a microphone so that Board members and the audience can hear their comments.
6. Clapping, cheering, booing and the like are not permitted at Board meetings.
7. Failure to abide by the aforementioned rules of engagement is considered disruptive to the public process and will result in a warning to the violation citizen(s) by the Board Chair. If after that warning the citizen(s) continues to violate these rules, they will be asked to leave the meeting. If the citizen does not leave the meeting when asked, the appropriate steps will be taken by the Board Chair to have them removed from the meeting.

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.

**55250 - Fair 2023 Operating Budget
Fairboard Summary**

Line Item. Subledger	Description	Approved BASE Budget	One Time & Supplemental	2023 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	\$0.00	\$0.00	\$0.00	#DIV/0! %
344300	Admissions Surcharge	(\$25,000.00)	\$0.00	(\$25,000.00)	\$0.00	\$0.00	(\$25,000.00)	100.00 %
344301	Ticket Surcharge	(\$330,000.00)	\$0.00	(\$330,000.00)	\$0.00	\$0.00	(\$330,000.00)	100.00 %
344302	Vendor Surcharge	(\$50,000.00)	\$0.00	(\$50,000.00)	\$0.00	\$0.00	(\$50,000.00)	100.00 %
344303	Participant Surcharge	(\$17,700.00)	\$0.00	(\$17,700.00)	\$0.00	\$0.00	(\$17,700.00)	100.00 %
344304	Event Sponsorships	(\$240,000.00)	\$0.00	(\$240,000.00)	\$0.00	\$0.00	(\$240,000.00)	100.00 %
344305	Event Commissions	(\$100,000.00)	\$0.00	(\$100,000.00)	\$0.00	\$0.00	(\$100,000.00)	100.00 %
344401	Catering Fee	(\$80,000.00)	\$0.00	(\$80,000.00)	\$0.00	\$0.00	(\$80,000.00)	100.00 %
MISCELLANEOUS REVENUES								
383300	Contrib-Foundation/Estates	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0! %
384500	Miscellaneous Revenues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0! %
PERSONNEL SERVICES								
411100	Personnel Costs (Salary, OT, Benefits, Phone)	\$165,421.00	\$0.00	\$165,421.00	\$0.00	\$0.00	\$165,421.00	100.00 %
ADMINISTRATION COMMITTEE								
433400	Operating Supplies	\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$8,170.00	\$16,830.00	67.32 %
433500	Uniforms	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$2,800.00	(\$800.00)	-40.00 %
443570	County Fair Services	\$58,000.00	\$0.00	\$58,000.00	\$335.08	\$76,500.00	(\$18,835.08)	-32.47 %
444300	Equipment Rental	\$17,400.00	\$0.00	\$17,400.00	\$0.00	\$72,745.32	(\$55,345.32)	-318.08 %
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	\$0.00	\$0.00	\$1,500.00	100.00 %
445500	Catered Meal Services	\$7,500.00	\$0.00	\$7,500.00	\$1,246.20	\$10,138.00	(\$3,884.20)	-51.79 %
ADMINISTRATION COMMITTEE TOTAL				\$113,400.00	\$1,581.28	\$170,353.32	(\$58,534.60)	-51.62 %
MARKETING COMMITTEE								
433400	Operating Supplies	\$4,200.00	\$0.00	\$4,200.00	\$3,075.10	\$3,325.00	(\$2,200.10)	-52.38 %
440100	Printing/Copying/Reports	\$20,300.00	\$0.00	\$20,300.00	\$62.00	\$0.00	\$20,238.00	99.69 %
440200	Newspaper Notices/Advertising	\$41,000.00	\$0.00	\$41,000.00	\$92.90	\$3,500.00	\$37,407.10	91.24 %
443570	County Fair Services	\$12,000.00	\$0.00	\$12,000.00	\$3,199.90	\$11,530.00	(\$2,729.90)	-22.75 %
445300	Travel Expense (445300)	\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$1,500.00	100.00 %
445500	Catered Meal Services	\$2,900.00	\$0.00	\$2,900.00	\$0.00	\$1,500.00	\$1,400.00	48.28 %
447850	Fair Awards (447850)	\$3,200.00	\$0.00	\$3,200.00	\$412.00	\$2,300.00	\$488.00	15.25 %
MARKETING COMMITTEE TOTAL				\$85,100.00	\$6,841.90	\$22,155.00	\$56,103.10	65.93 %
ENTERTAINMENT COMMITTEE								
433400	Operating Supplies	\$15,000.00	\$0.00	\$15,000.00	\$0.00	\$0.00	\$15,000.00	100.00 %
443570	County Fair Services	\$40,300.00	\$0.00	\$40,300.00	\$0.00	\$61,750.00	(\$21,450.00)	-53.23 %
ENTERTAINMENT COMMITTEE TOTAL				\$55,300.00	\$0.00	\$61,750.00	(\$6,450.00)	-11.66 %

**55250 - Fair 2023 Operating Budget
Fairboard Summary**

Line Item. Subledger	Description	Approved BASE Budget	One Time & Supplemental	2023 Actual Budget	YTD Expenditures	YTD Anticipated	Remaining	% Remaining
RODEO COMMITTEE								
433400	Operating Supplies	\$2,000.00	\$0.00	\$2,000.00	\$81.26	\$0.00	\$1,918.74	95.94 %
443570	County Fair Services	\$85,000.00	\$0.00	\$85,000.00	\$680.31	\$90,175.00	(\$5,855.31)	-6.89 %
444300	Equipment Rental	\$20,000.00	\$0.00	\$20,000.00	\$0.00	\$18,300.00	\$1,700.00	8.50 %
445300	Travel Expense (445300)	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$2,000.00	100.00 %
445500	Catered Meal Services	\$3,500.00	\$0.00	\$3,500.00	\$0.00	\$0.00	\$3,500.00	100.00 %
447400	Judges	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$2,000.00	100.00 %
447850	Fair Awards (447850)	\$58,500.00	\$0.00	\$58,500.00	\$0.00	\$85,500.00	(\$27,000.00)	-46.15 %
RODEO COMMITTEE TOTAL				\$173,000.00	\$761.57	\$193,975.00	(\$21,736.57)	-12.56 %
GUEST SERVICES COMMITTEE								
433400	Operating Supplies	\$2,000.00	\$0.00	\$2,000.00	\$333.45	\$1,800.00	(\$133.45)	-6.67 %
433500	Uniforms	\$3,500.00	\$0.00	\$3,500.00	\$0.00	\$0.00	\$3,500.00	100.00 %
443570	County Fair Services	\$10,000.00	\$0.00	\$10,000.00	\$0.00	\$500.00	\$9,500.00	95.00 %
GUEST SERVICES COMMITTEE TOTAL				\$15,500.00	\$333.45	\$2,300.00	\$12,866.55	83.01 %
LIVESTOCK SALE COMMITTEE								
433400	Operating Supplies	\$7,000.00	\$0.00	\$7,000.00	\$0.00	\$3,100.00	\$3,900.00	55.71 %
440100	Printing/Copying/Reports	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00	100.00 %
443570	County Fair Services	\$2,500.00	\$0.00	\$2,500.00	\$625.00	\$1,400.00	\$475.00	19.00 %
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	\$0.00	\$8,075.00	(\$1,075.00)	-15.36 %
447850	Fair Awards (447850)	\$0.00	\$0.00	\$0.00	\$0.00	\$1,400.00	(\$1,400.00)	#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	\$625.00	\$13,975.00	\$12,700.00	46.52 %
SHOW MANAGEMENT COMMITTEE								
433400	Operating Supplies	\$7,000.00	\$0.00	\$7,000.00	\$0.00	\$900.00	\$6,100.00	87.14 %
443570	County Fair Services	\$1,200.00	\$0.00	\$1,200.00	\$625.00	\$8,800.00	(\$8,225.00)	-685.42 %
445500	Catered Meal Services	\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$2,000.00	100.00 %
447400	Judges	\$14,400.00	\$0.00	\$14,400.00	\$0.00	\$0.00	\$14,400.00	100.00 %
447850	Fair Awards (447850)	\$27,720.00	\$0.00	\$27,720.00	\$0.00	\$25,300.00	\$2,420.00	8.73 %
SHOW MANAGEMENT COMMITTEE TOTAL				\$52,320.00	\$625.00	\$35,000.00	\$16,695.00	31.91 %
FIXED CHARGES (Personnel)		\$165,421.00	\$0.00	\$165,421.00	\$0.00	\$0.00	\$165,421.00	100.00 %
OPERATING BUDGET		\$521,920.00	\$0.00	\$521,920.00	\$10,768.20	\$499,508.32	\$11,643.48	2.23 %
TOTAL PERSONNEL/OPERATIONS		\$687,341.00	\$0.00	\$687,341.00	\$10,768.20	\$499,508.32	\$177,064.48	25.76 %

**55250 - Fair 2023 Operating Budget
Fairboard Summary**

Line Item. Subledger	Description	Approved BASE Budget	One Time & Supplemental	2023 Actual Budget	YTD Expenditures	YTD Anticipated	Remaining	% Remaining
	REVENUE	(\$842,700.00)	\$0.00	(\$842,700.00)	\$0.00	\$0.00	(\$842,700.00)	100.00 %
	GRAND TOTAL FOR 55250 (PERSONNEL+OPERATIONS - REVENUE)	(\$155,359.00)	\$0.00	(\$155,359.00)	\$10,768.20	\$499,508.32	(\$665,635.52)	428.45 %



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY, FEBRUARY 16 AT 6:30 PM

EVENTS CENTER

AGENDA

Attendance: Dean Elliott, John Adams, Phil Riesselman, Rob Tkach, Wes Jacobs, Pat Candelaria, Hayden Schmidt, Lora Talbert, Scott Candelaria, Debbie Mills, Luanne Lee, Stefanie Hawkins, Michelle Bartlett, Tori Thelen, Sarah Fischer.

Meeting

Staff review

Concert: Tim reported that Randy Houser is fully under contract for the main act and a verbal acceptance has been received for the opening act. After negotiation, both the Nitty Gritty Dirt Band and the Oak Ridge Boys are unavailable.

Farm to Table: Stefanie reported that they are waiting on quotes from restaurant tours and tents.

First Weekend activities: Stefanie reported that the BBQ Competition is confirmed for 2023. Dean will follow up with the vendor on a conversation from last year about a donation to the Fair. Stefanie confirmed that the Car Show is returning as well. The Entertainment Committee is in the idea process for a second event in the tent used for Farm to Table on the first weekend, they are just waiting on the finalized budget. Commissioner Teal is looking to do a brew fest at the Fair, the Entertainment Committee and staff are looking into options for this.

Dean reported that the Castle Rock Chamber of Commerce is still willing to do the parade for 2023. There is a new Executive Director who is aware of construction going on downtown and the challenges this might pose.

Phil asked if Touch-A-Truck could be a part of the first weekend. Staff clarified that the Town of Castle Rock hosts the event after Fair and it is a

large event that takes up most of the Fairgrounds. If anyone would like to investigate logistics, the conversation is open.

Stick Horse Rodeo – Scott confirmed that Stick Horse Rodeo will still be on the First Weekend, but he would like to look at a different space for the event. Scot will work with the Entertainment Committee and Staff on a new location.

Review Director attendance data: Scott and Dean have looked over Director attendance for 2022 to stay in line with the Policies and Guidelines. The Guidelines state that a Director shall attend 75% of meetings and be on two committees unless a Chair of a Committee. There are three Directors in question that Scott and Dean are reaching out to, Arlie, Ben, and Craig. Arlie would like to stay on through the end of his term this year and then possibly move down to an Associate Member. Ben has a new job and cannot make the attendance requirements; he would like to move down to an Associate Member due to his time constraints. Scott is working on reaching out to Craig.

Discuss open Director positions:

Staff will take the recommendation for Gary and Lisa Turner to become Fair Board Directors to the March Commissioner meeting. With Ben stepping down, this leaves one open Director position. Pat would propose that the Board observe those individuals who have showed interest in a director position until after Fair to see how they stay involved. From the last set of interviews, the Nominating Committee believes there are four more strong candidates they would consider.

Dean reported that the Fair Board did not appropriately recognize that Board Members whose terms expired in 2022 and they were not re-approved for another term. This will need to take place at next week's Fair Board meeting. As a reminder, this is to be done in October every year.

Scott asked Staff to send out an updated committee schedule again to pass along to anyone interested in attending committee meetings.

Ticket pricing: The Guest Services Committee is recommending a \$2 increase in all tickets sold. With that increase, the Barn Dance would be included in all Saturday admission. The Committee is recommending to still have free family admission day on Thursday and Sunday, with potential discounts for families at the rodeos. The Committee is also recommending children 2 and under have free admission to the

Fair and rodeo performances. Also looking at group ticket discounts as well. Consensus from the Committee.

Review open items on task spreadsheet: The committee went over open tasks and questions on the weekly Fair Task Spreadsheet.

Discuss March dates: The Committee agreed to leave the March Executive Committee on March 9 and Fair Board on March 16.

Tentative 2023 Fair Schedule: The Committee reviewed and discussed changes to the 2023 schedule. The changes included but are not limited to removing Horse Receiving from Hometown Rodeo, removing 4-H project viewing on Wednesday, adding an extra day (Thursday) to the Events Center, and adding an additional entry time to Ag & Floriculture on Wednesday evening. The Committee also discussed options for moving Dog Agility in years to come and will table the idea until after the 2023 Fair. Hayden also informed the Committee that the Shooting Sports department would like to move Western Heritage to one week earlier on July 8.

Farmer's Market Sign Up: Guest Services has asked each committee to sign up for one or two farmer's markets to help promote the Fair overall in Castle Rock and Highlands Ranch. The farmer's markets will take place between May and July. Staff has all the materials needed for the booth (pop-up, giveaways, etc.) for someone to pick up a head of time. Consensus from Committee Chairs. Tori will email out a schedule of the farmer's markets.

Exceptional Rodeo: The Fair Board received a request from Commissioner Laydon to host an Exceptional Rodeo at this year's Fair. The Committee discussed the needs and logistics for the event, and all agreed the best time slot would be on the first weekend. John, Debbie, and Tim will work together to find the best time in the Outdoor Arena for the event.

Other

The Fair Board received a request from Commissioner Teal about a horse drill team that would like to perform at Fair, the Pikes Peak Rangerettes. The Rodeo Committee confirmed that the Rangerettes drill team had been at the Fair several years ago, but that they currently have a different drill team, Blazing Saddles that performs before Hometown Rodeo. Blazing Saddles has been performing for two years at the Fair. Unfortunately, it would be a conflict to bring another drill team in on the first weekend and there is not an opening in the arena on the second weekend. Debbie reminded the Committee that any drill team can apply to be in the parade as an alternative.

Next Meeting:

March 9, 2023, as currently planned

Comments:



DOUGLAS COUNTY FAIR BOARD- ADMINISTRATION COMMITTEE MEETING

THURSDAY FEBRUARY 16, 2023, AT 5:15 PM

FAIRGROUNDS ADMINISTRATION CONFERENCE ROOM

MINUTES

Attendance: Lora Talbert, Pam Spraldin, Pat Salazar

Meeting:

2023 Budget Review

- Reviewed to add in parade items, and workday supplies

Shirt & Jacket Order Update

- Order Spreadsheet to go out one more time on shirt orders – Pam to verify cost on embroidery included in the shirt cost. Stefanie to confirm jacket embroidery cost – and Admin Committee to bring up logo selection – which logo to confirm.

Workday Food will be provided by Knights

- Vouchers to be handed to superintendents to hand out
- Pam to verify number of attendees for 8am–11am service time
- Add workday supplies to budget

Additional Items:

Next Meeting – April 13, 2023



DOUGLAS COUNTY FAIR BOARD- GUEST SERVICES COMMITTEE MEETING

MONDAY, FEBRUARY 13th, 2023, AT 6:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

MINUTES

- Update on Offero discussed. Staff to import 2023 volunteer shifts by March 1st. The link to Offero will be emailed to all previous volunteers for first choice in shifts. Jean drafted a volunteer newsletter to send to volunteers to introduce the new website. Volunteer schedule revised and shifts consolidated for 2023.
- Lisa discussed the school letter for volunteer recruitment. Lisa notified the committee of a connection with the homeschool organizations. Recommended we can send out volunteer information in the Valor Christian School newsletter. Committee hopes to get letters out by March.
- Gary discussed his volunteer experience at the NWSS. Gary spoke to volunteer retention and appreciation. Gary shared several documents with the commitment involving tools the NWSS uses for their volunteer program. Gary showed his NWSS name tag that they provide. As volunteers reach milestones for volunteer years, a new token is added to their nametags. Committee discussed what motivate volunteers to return. Volunteer retention results from appealing to heart. Dean discussed bringing back the check presentation to the Commissioners to recognized volunteer hours. Thank you notes and an impact report are both valuable tools to send to volunteers following the fair.
- Online check-in for 2023 discussed. Online check-in will result in better record keeping and data.
- Farmers Market discussion. Recommendation that each Fair & Rodeo committee volunteers at one market in Castle Rock or Highlands Ranch. Administrative committee will help to spearhead sign-up sheet. Sign ups should be completed soon in order to secure space at the markets.

- Command center to be localized for all volunteers and staff at the CSU basement.
- Additional volunteer shifts needed for open class entries. 5 shifts requested to be added to Offero for support in open class/marketplace.
- Pat Candelaria volunteered her time to consolidate volunteer records and compile an electronic copy.
- Ticketing increases discussed. A \$2 increase to rodeo and general admission tickets recommended. The GA ticket for Saturday, August 5th, to include admission to the barn dance.

Next Meeting: April 10th, 2023



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, FEBRUARY 13th, 2023, AT 5:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

MINUTES

- Discussion of souvenir program. Pam gathered quotes from numerous printers. Committee agreed the normal sized print is best and agreed to cut pages down to 56. Committee did not want to pursue a digest size program. Pam to email quotes to staff for consideration. Staff uploaded files to ZOHIO folder for Versatility to have. Pam discussed the program documents pending and those that have been completed. Pam is working on articles on big concerts returning and one on Debbie. Debbie requested access to ZOHIO folder to upload documents. Pam is also working on receiving the commissioners welcome, Dean's message, and the rodeo pages. Pam requested access to Fair & Rodeo picture folders. Recommendation for cost of advertisement space in program to increase.
- Committee recommended red shirts for group Fair Board photo. Debbie to coordinate photo date with Terry in spring. Committee recommended individual photos be removed from program and group photo be used.
- Discussion of RFP for media buyer. RFP has been posted and all responses are due by the end of February.
- 2023 Poster final revealed to committee.
- Discussion of Constant Contact. Committee agreed to cancel subscription since it is not being utilized. Staff has other programs they can utilize for newsletters.
- Promotional items discussed and remaining budget for operating supplies. Remaining budget is \$920.40. Committee is going to recommend what items are valuable to purchase with remaining budget. Items ordered thus far are challenge coins, lapel pins, coffee sleeves, ChapStick, kid's stickers, and microfiber towels. Gabe discussed luggage tags and that he

would donate 100 to the Fair & Rodeo. Luggage tags to be considered for 2024. Cost for 300 luggage tags is \$324.50.

- Debbie discussed special programs like the coloring contest for preschools in Douglas County. Discussion to use animal logos as coloring sheets. Coloring sheets were not displayed in 2022 and committee would like to display in 2023.
- Cynthia and Pat presented their idea for a creative arts/open class window display for the Wilcox building. Discussion of ideas how to promote growth in open class. Committee will investigate creative art camps to sponsor or advertise at. Pat suggested handing out entry day packets and commentary/feedback cards. Debbie suggested to utilize Vi Living magazine for potential ad space.
- Debbie discussed youth night for the rodeo Thursday, August 4th. Idea to incorporate local sports teams or clubs for recognition and group ticket discounts. Staff to gather information and email perspective sports leagues. Requested committee to help come up with ideas or contact information. Goal is to draw in the youth demographic.
- Hospitality sponsorship as NWSS was well received and a success. Debbie discussed upcoming Cervi Ranch and Summit ProRodeo as option for meal sponsorship to promote Douglas County Fair & Rodeo. Committee agreed this was a valuable investment for marketing.
- Sponsorships are underway. Several returning sponsors have verbally agreed to their commitments for 2023. New sponsorships such as Lumen and Scheels are also underway. Debbie and Tori to review 2022 contracts and creating new 2023 agreements.

Next Meeting: April 10th, 2023



DOUGLAS COUNTY FAIR BOARD- SHOW MANAGEMENT COMMITTEE MEETING

WEDNESDAY, FEBRUARY 1, 2023 AT 5:30 PM

JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOMS

MINUTES

Attendance: Robin Vogel, Dawn Arnt, Sara Warren, Rochelle Weigel, Brittany Sandell, Jennifer Summervill, Tyler Summervill, Keith Mauck, Jeff Surry, Noah VanBibber, Mercedes Glenn, Scott Candelaria, Pat Salazar, Hayden Schmidt, Michelle Bartlett, Rob Tkach, Andrea Slattery, Lindsay Griffith, Ryan Potton.

Meeting

Staff Update

Fairgrounds: Michelle asked that all Superintendents and Assistants sign the Policy Agreement.

CSU: Mercedes reported that the deadline for 4-H enrollment is March 1st. Current registrations are at 450. MQA training is set for April 26 & 27 in Kirk Hall. Mercedes had a call with the CSU State Vet Lab regarding the Highly Pathogenic Avian Influenza. They are recommending no co-mingling of birds at any 4-H event. The Colorado State Fair has already cancelled all poultry events at this time. The Extension Office will be ordering ear tags soon and Mercedes asked the Committee for feedback on previously ordered tags. The supplemental tags from last year have been thrown away as they were notorious for falling out. The Committee discussed the possibility of RFID tags for the future, knowing they would need to discuss this option with the Livestock Sale Committee as well.

Open Superintendent Roles: Hayden informed the Committee that the Dog Superintendent role is still vacant if the Committee has anyone in mind, please have them reach out to apply.

Judge Update: Hayden reminded the Committee that per the Competition Rules, judge named will not be released until Work Day. Securing judges is going well thus far and it does not look like he will have to come back to the Committee for further recommendations. The Committee asked Hayden to clarify the judge vetting process. When calling each judge, there are a list of questions asked to the judge to ensure there is not a conflict of interest

within the County, asking for references, as well as questions to ensure the shows will be judged fairly and well. One of the first questions asked is if they have sold animals to any families within Douglas County or if they are a breeder with ties to Douglas County.

Competition Rules Update: Hayden updated the Committee that the recommended Competition Rule changes have been approved by Fair Board including the restructuring of the Horse Department as well as a change to the Market Duck section. The other large rule change was animal release time is being changed to 3:30pm instead of 4pm. Hayden and Rob are appreciative of the Committee for their hard work on the Competition Rules. Their fine tuning each year allows for fewer and fewer large changes over the years. The Committee asked if a summary of changes is published with the 2023 Competition Rule book. Hayden clarified that the changes are not highlighted or put in a summary, as not many would read the entire book and only those sections that had been changed. The suggestion was made to publish a list of departments that had changes instead of a summary.

Other: On behalf of the 4-H Shooting Sports Advisor Committee, Tyler recommended that the Western Heritage portion of County Shoot be moved up a week to July 8 instead of July 15. The Committee believes that this will help drive participation as well as make it easier on the participants. Most kids who do Western Heritage also do other disciplines, this change would allow them to put more time and effort into all their disciplines instead of having to do them all in one day. The Committee saw no issues with this recommendation.

Noah reminded the Committee that Beef Weigh-In will be held on Saturday, March 4.

Next Meeting: Individual Superintendent Meetings in the month of March

Comments:



DOUGLAS COUNTY FAIR BOARD- LIVESTOCK SALE COMMITTEE MEETING

WEDNESDAY FEBRUARY 8, 2023, AT 6:30 PM

KIRK HALL

MINUTES

Attendance: Phil Riesselman, Pat Candelaria, Scott Candelaria, Wes Jacobs, Sarah Fisher, Kyle Moore, Rob Tkach, Chris Spyke, Lori Sorenson, Ted Sorenson, Stefanie Hawkins

Meeting:

2023 Livestock Sale Budget was reviewed

Software Updates, Stefanie working on a definitive date when FairEntry will be completed with the 2022 update requests. Pat, Kyle, and Wes will meet in early March to review buyer list.

Current Status of Accounts \$450 outstanding remains

Sale Order Discussion

Shipping Dates & Times, Committee reviewed plant acceptance dates

Packing Plant RFID Accommodation for 2024, Phil will check in with plants to see if this is a process that can be accommodated so CSU has time for ordering purposes and equipment changeover.

Foundation Proposal

Purchase Order completed for catering, Stefanie will be working on the remainder agreements and PO's for Hat/Photographer/Signage/Banners

Committee reviewed and delegated 2022 Sponsor List and will connect for 2023 Sponsorships for Livestock Sale

Additional Items:

Next Meeting – Tentative for March 8, 2023



DOUGLAS COUNTY FAIR BOARD- ENTERTAINMENT COMMITTEE MEETING

WEDNESDAY FEBRUARY 8, 2023, AT 5:30 PM

KIRK HALL

MINUTES

Attendance – Sarah Fisher, Pat Candelaria, Scott Candelaria, Lisa Turner, Debbie Mills, Chris Spyke, Stefanie Hawkins

Meeting:

Discussion on the 2023 Barn Dance Entertainment, committee will continue to work on entertainment for Barn Dance. Committee discussed general ticket fee increase for the opportunity to include the Barn Dance.

2023 Food Vendor schedule was discussed, and committee recommended to stick with a rotation of vendors for each weekend

2023 Marketplace

- Marketplace Timing Thursday 2pm opening for vendors was recommended
Marketplace and Food Vendor Applications are uploaded to the Fair & Rodeo Website

Additional Acts discussed for Midway Music along with potential other events to fill in gaps

Discussion on Kiefer Hitch pricing to move to Rodeo

Additional Items:

Next Meeting – April 12, 2023



DOUGLAS COUNTY FAIR BOARD- RODEO COMMITTEE MEETING

WEDNESDAY, FEBRUARY 1, 2023 AT 6:30 PM

JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOMS

MINUTES

Attendance: Tom Harris, Scott Candelaria, Debbie Mills, Hayden Schmidt, Jennifer Foss, Deb Dilley, Josiah Fredericks, Gabe Ryan, Michelle Bartlett, Gary Turner, Rob Tkach.

Meeting: John read aloud a thank you note from Summit Pro Rodeo.

Pro Rodeo Tour: John explained this year the Douglas County Fair & Rodeo will be included in the PRCA Pro Tour, also called the NFR Playoff Series. This honor comes with added media money from the PRCA in the sum of \$15,500; \$8,000 of which is required to go towards the contestant payouts, the other \$7,500 is to be used at the Rodeo Committee's discretion. Each rodeo that is in the Pro Tour was given the same amount of money. John stated that he spoke to Tim regarding the 2023 budget and whether it has been approved and it has not yet. As long as the budget request for 2023 are approved, the Rodeo Committee recommends using the additional \$7,500 for added purse money as well as adding an additional \$500 to make an even \$8,000 additional payout. More to come on this topic once the budget has been approved.

Michelle let the committee know that the Guest Services Committee is looking at raising ticket prices across the Fair. Michelle asked the committee if they would be comfortable with raising the ticket price for the rodeo performances. The Committee agreed that this would be acceptable with the increased cost of everything these days.

Hospitality: Debbie gave an update on plans for Cowboy Hospitality for 2023. The Committee is looking in to having Texas Roadhouse, Romo's Tacos, Angie's, and breakfast burritos again. Jennifer and Debbie met with the owners of Wide Open Saloon and they would like to look at bringing their pizza food truck on Thursday. The Committee agreed to keep the number of meals the same as last year. Debbie also brought up that they will need to find a solution for tables in the tent as the ones used in the past are no longer available.

PRCA Youth Camp: The PRCA has agreed to do the Youth Camp again this year. The Committee agreed to keep everything the same other than cutting back the time of the camp by one-hour, 12-3pm before to 12-2pm now. The Committee recommends not donating the

proceeds back to the PRCA for 2023. Michelle will confirm that a tractor will be available for the event as well.

Recap of Volunteer Night: Scott and Debbie agreed that the sponsored meal at The National Western Stock Show for contestants went well. There was a lot of support from Fair Board. The Committee would like to have a new banner or chloroplast sign made each year with our logo, dates, and stock contractor. The Committee also agreed that it would be great to coordinate what shirts the Committee wears if they sponsor again in 2024, possibly the denim shirts as no other rodeo committee wears denim shirts.

John let the Committee know that the Douglas County Fair & Rodeo took third place for our ground in our circuit for 2022. He will bring the plaque to Fair Board.

Deb asked the Committee if they would ever consider adding breakaway as an event during the PRCA rodeos. The Committee discussed the pros and cons of adding breakaway to each rodeo. Everyone agreed that now is not the time to add in the event as we would like to establish the rodeo within the ProTour first. There is also an issue of parking and space for the contestants as the Fairgrounds is landlocked.

Next Meeting: March 1, 2023

Comments: