



**DOUGLAS COUNTY FAIR BOARD**

**THURSDAY, JANUARY 18, 2024**

**EVENTS CENTER**

**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**

**Admin**

- Admin. committee recommends ordering board shirts earlier.
- The committee will utilize an online form for board members to order shirts.

**Entertainment**

- The committee is seeking catering proposals for Farm to Table and recommends relocating the event to the updated pavilion.

**Executive**

- The committee recommends getting further information regarding the possibility of hosting a Disability Day in partnership with a local non-profit.
- The Knights of Columbus awarded the Fair & Rodeo two \$1,500 educational scholarships.

**Guest Services**

- The committee recommends that the Fair Board returns to local farmer's markets with a mix of committee members each weekend – this allows for a broader knowledge base for questions by the public.
- The committee recommends outreach to local High Schools for volunteering begin earlier, right after Spring Break (end of March – April)

**Livestock Sale**

- The Livestock Sale Committee recommends moving forward with green and tan hats for 2024.
- The Livestock Sale Committee is seeking out a new photographer for 2024.
- The Livestock Sale Committee will work with the Marketing Committee Chair to secure sponsors for 2024.
- The Livestock Sale Committee will address Buyer thank you baskets not being allowed to have alcohol in them in several ways to assure it does not happen again.

**Marketing**

- The 2024 poster to be presented to the Fair Board at the January meeting.

- The recommended refreshed logo options to be presented at the January Fair Board meeting.

**Rodeo – No January Meeting**

**Show Management – No January Meeting**

**Reports from other groups**

**Regular Agenda**

**Staff Report**

**Concert Update, Food Vendors, Farm to Table**

**Budget Process Update**

**Old Business**

**Competition Rules Approval  
Fair Logo**

**New Business**

**Disability Pride Day  
Committee Expectations  
Task Sheets/Planner**

**Other Business**

**Director Comments**

**Adjournment**

**Next Meeting: February 15, 2024**

**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.



**DOUGLAS COUNTY FAIR BOARD**

**THURSDAY, DECEMBER 15, 2023**

**JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOM**

**MINUTES**

Dean Elliott - Chairperson called the Douglas County Fair Board meeting to order at 6:04 p.m. on December 14, 2023. 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  
Tom Harris  
Wesley Jacobs  
Dr. Phil Riesselman  
Gabriel Ryan  
Pat Salazar  
Hayden Schmidt  
Lora Talbert  
Rob Tkach*

***Associate Members Present:***

*Kyle Moore  
Dick Sabulsky  
Jean Sabulsky  
Chris Spyke  
Lori Sorenson  
Ted Sorenson*

***Other Guests Present:***

*Tori Checkal  
Cindy Duckworth  
Bill Duckworth  
Jarrett Leadens  
Racquel Leadens  
Mark Moore  
Liz Willoughby  
Gary Willoughby*

***Staff Members Present:***

*Laurie Anderson  
Zach Burns  
Chris Dumas  
Clay Gysin  
Tim Hallmark  
Sharon Hines  
Teresa Kutt  
Tori Thelen*

***Board Members Absent:***

*Pat Candelaria  
Jennifer Foss  
Arlie Gordon Jr  
Debbie Mills  
Pam Spradlin  
Gary Turner  
Lisa Turner*

***Associate Members Absent:***

*Ben Alderton  
Nick Candelaria  
Matt Coyle  
Monica Derringer  
Deb Dilley  
Josiah Fredericks  
James Jamison  
Ryan Kennedy  
Scott McHenry  
John Holst  
Chayce Lutz  
Laura Martin  
Patti Russell  
Todd Spencer  
Kate Wormington*

**6:04 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE****Public Meeting**

**Public Comment:** No public comment.

**Approval of Last Meeting Minutes and Actions:** Dean called to approve minutes and actions from November meeting. John motioned; Phil seconded. No discussion. All Approved.

**Introductions of All Attendees**

**Treasurer's Report:** Wes briefly provided an overview of the final 2023 Fair & Rodeo expenses and revenue. Wes confirmed that the Fair Board will request \$50,000 from the Fair Foundation for 2024.

**Consent Agenda:** No discussion. All Approved. John motioned to approve; Tom seconded.

**Reports From Other Groups**

**FFA:** No representative present.

**4-H Youth Council:** No 4-H report

**Fair Foundation:** Cindy Duckworth reported that Ghost Town Hoedown made a profit although the goal of event is to increase public awareness

**Regular Agenda**

**Staff Report:** No report

**Old Business:****Approval of Additional Associate Members**

**Livestock Sale:** Ben Alderton, Kyle Moore, Patti Russell, Lori Sorenson

No discussion. All Approved. Moved to approve by Rob, seconded by Phil

**Other Business**

John reported that he, along with Debbie Mills and Deb Dilley accepted the PRCA Remuda Award at the NFR in Las Vegas last week on behalf of the Douglas County Fair and Rodeo. The Remuda Award recognizes the assembly of the best pen of bucking horses. It's a tremendous accomplishment and honor for DCFR in a competition with 700 other rodeos.

Dean recognized the strong partnership between staff, Fair Board, Fair Foundation, 4-H, the Commissioners, and the community that allowed the DCFR to have a successful 2023 and congratulated everyone for their accomplishments and efforts towards that success.

**Adjournment at 6:17 PM.**

**Next Meeting: January 18, 2024**

**Rules for Citizen Engagement at Fair Board Meeting**

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.



**DOUGLAS COUNTY FAIR BOARD- ENTERTAINMENT COMMITTEE MEETING**

**WEDNESDAY, JANUARY 10<sup>th</sup>, 2024, AT 5:30 PM**

**ADMINISTRATIVE CONFERENCE ROOM**

**MINUTES**

**Meeting:**

**Attendance:** Sarah Fischer, Scott Candelaria, Ted Sorenson, Scott McHenry, Lisa Turner, Tori Thelen, and Zach Burns

**Local Bands-** The committee discussed having more musicians in 2024 and utilizing the midway stage more frequently—a committee on scouting prospective talent. Tori shared potential artists on screen with the committee. Scott recommended hiring a production company to have instruments and production available for artists. He thought if the county provided production equipment, the county would be more in control and alleviate set up and tear down time. Scott also recommended to check with Castle Rock Music about potential musicians who can perform.

**Jeff Alan Band After Rodeo Concert-** The local country band, Jeff Alan Band, would like to perform an after-rodeo concert one of the evenings after the PRCA rodeo. His cost is \$2,000, and he would play a 1.5-hour set. The committee agreed it would be a positive experience for guests, and people would have a reason to hang around after the rodeo. Thursday and Friday were discussed, but Scott mentioned Friday would not be ideal due to the livestock sale. The committee agreed to recommend the concert on Thursday evening.

**Entertainment recommendations from the committee-** Tori shared promo videos of prospective entertainers with the committee and asked for feedback. The committee gave positive feedback on comedians, 3D art, musicians, wacky Chad, and the kid's puppet show. Tori to inquire further about booking the acts and will bring itemized costs to the February meeting. Sarah agreed we should book before the February meeting to avoid losing good entertainment. Tori notified the committee that legal is making final revisions to the 2024 contracts but should be ready to draft in the next few weeks. The committee recommends returning Top Hogs, Nature's Educators, Seth Held, Wirewood Station, Trapper Johnny, and a blacksmith for 2024. Tori discussed the potential of a kids corral area with water toys, inflatables, and interactive kids' activities. This would be an excellent sponsor event. Tori confirmed that the car show and BBQ competition would return for 2024. Scott asked about vendors bring their own tents and Tori said we would encourage that but did invest in 12 pop up tents that will most likely not be utilized at Farm to Table in 2024. Scott recommended finding stilt walkers for 2024 since they are present on the 2024 poster.

**Farm-to-Table Proposals-** Tori discussed the process of gathering proposals for Farm-to-Table. The county requires that at least three quotes be received with the amount of money spent on the catering. Salt has submitted a menu proposal at \$49 per person. Tribe has also introduced a proposal at \$45 per person. Tori is expecting 1-2 additional proposals. There was a discussion of relocating Farm to Table to the updated pavilion, which would cut costs. Tori to bring all proposals to the committee in February and will recommend the caterer to the Fair Board.

**Additional Items:**

**Next Meeting –** Wednesday, February 7th





**DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING**

**THURSDAY, JANUARY 11th, AT 6:30 PM**

**EVENTS CENTER**

**MINUTES**

**Attendance:** Dean Elliott, Debbie Mills, Phil Riesselman, Rob Tkach, John Adams, Sarah Fischer, Jennifer Foss, Hayden Schmidt, Jennifer Foss, Wes, Gary Turner, Pat Candelaria, Scott Candelaria, Tori Thelen, Teresa Kutt, Tim Hallmark, Michelle Bartlett, and Zach Burns

**Staff Review**

**Concert-** Tim updated the committee that Romeo Entertainment won the bid and is the 2024 talent buyer for the concert. Once the BOCC approves the funding request, Zach will work on the artist list and secure the talent.

**Food Vendors-** Staff updated the committee about food vendor contracts. Legal is in the process of finalizing contract revisions for 2024. Staff emailed the 2024 food vendor application to several vendors to be invited back. Dean discussed his interaction with the food vendors in 2023 and said several vendors he spoke with had a positive experience and are excited to return. Dean emphasized the importance of the CR Fire inspections and food vendors being able to provide the correct permits, etc. Tori discussed that the entertainment committee would like to return to the basics and contract more concessioners versus the gourmet food trucks, which have a slower turnover for food.

**Entertainment-** Tori discussed that the entertainment committee is scouting musical acts and kid-friendly entertainers. The entertainment committee wants to rotate acts on the midway stage and focus on local musicians. Entertainment contracts are being revised by legal and will be ready to send to prospective acts in the next few weeks. Tori discussed Farm to Table and having two current proposals. A discussion of Farm-to-Table being relocated to the updated pavilion was had. One obstacle will be the Llama show and set-up logistics. Michelle confirmed it should not be an issue. Moving Farm-to-Table will cut tent costs, and Zach confirmed that the event should be net zero. Jennifer Foss recommends Todd from Wide Open Saloon be contacted to share a contact list for potential bands to perform for fair entertainment.

**Judges-** Hayden gave an update on the judge's contracts. He explained to the committee that judges would be recruited and contacted after the rules were approved. Dean asked Hayden if it was reasonable to book some or all judges by the end of February, and Hayden said it was

unlikely. Prospective judges are busy and are not often responsive. Hayden stated that they will be prioritizing the more difficult judges.

**Disability Day-** Zach proposed Disability Day to the committee in partnership with Developmental Pathways. The non-profit organization's focus is on development delays and disabilities. They are celebrating their 60<sup>th</sup> anniversary and would love to partner with the Fair & Rodeo to help sponsor a disability day, possibly in tandem with exceptional rodeo. Zach spoke to their suggestion to fund some sensory area or interpretation costs. The purpose of Disability Day would be to encourage total inclusion in the community. There would be marketing benefits resulting from the partnership as the organization has over 16,000 members. Zach is seeking support from the committee and a point of contact from the Fair Board to help spearhead the logistics. Dean questioned if the group knew no animals besides the petting zoo were present on the first weekend. Pat asked about the accessibility needs and raised concerns about making the grounds more accessible. Zach explained that the partnership could help Fair & Rodeo take small steps towards being more accessible in the future and help reveal those accessibility needs. Phil asked if the Fair & Rodeo would need to set aside areas for the disabled, i.e., livestock sale. Zach reminded the committee that this event is very conceptual now. Hayden voiced his concerns over space for wheelchairs, specifically at some animal shows. Hayden pointed out that if they had 3 or 4 wheelchairs attend the audience, people would be pushed into the aisles during shows. Tim discussed that accessibility needs will be addressed in the master plan, and as those plans deploy, the upgrades will achieve accessibility everywhere. Michelle thought it could be a learning experience for the planning of the Fair & Rodeo and suggested we could also talk to the carnival for rides to work together to feature accessible ride options. Hayden recommended incorporating animals and 4-H to intertwine with Disability Day. The consensus is to move forward and gather more information. Tim asked where Disability Day will live regarding committees. He wondered if it should live in guest services or entertainment. Zach said the organization wanted to celebrate their anniversary but did not have a large amount of funds, so they expressed they could piggyback off the Fair and have little expectations from the Fair's end. Gary suggested a phased approach and said the interactions would affect several committees. Phil expressed concern about staffing the Fair Board at too many overlapping events and commitments. Zach mentioned that the admin committee has requested more responsibility and asked if this could be a good fit.

**Refreshed Logo-** Jennifer Foss represented the marketing committee and addressed the current stage of the refreshed logo. Jennifer showed the recommended logo to the committee. Printouts were available to view the options, and embroidery samples were passed around. Jennifer and Tim spoke about the legibility of the older logo versions. Pat asked if this would be the only logo used moving forward. Staff confirmed that the new voted-in logo would be used for all publication and embroidery needs for 2024. Staff confirmed that the previous versions would still exist in the logo portfolio. Hayden questioned the revised established date. John and Dean discussed that 1918 was the date that showed consistency, and although 1892 was the original Douglas County Potato Fair, the Fair went dormant for years due to the war and other factors. Dean discussed that we celebrated our 100<sup>th</sup> year since 1918. The logos will be presented to the Fair Board Directors for a vote at the next Fair Board meeting.

## **Governance**

**75% attendance-** Dean discussed the Director's attendance rule as noted in the policies and guidelines. Scott is working through the attendance reports and will contact the individuals not meeting the attendance policy.

**Open positions-** There are open positions on the Fair Board, and Dean discussed recruiting in an ad for associate members and Directors to apply. Sarah recommends that the focus should be on associates first.

**Review open items on task spreadsheet-** Dean asked that staff begin sending the task spreadsheets to the Fair Board Directors every Friday.

## **Other**

**Scholarship-** The Knights of Columbus recently met with Dean, Tim and Zach to discuss their positive experience at the 2023 Fair & Rodeo. The Knights would like to donate two \$1500 educational scholarships to the Fair Foundation. Dean wanted the committee to be aware of the Knight's generosity. Dean will speak to the foundation regarding the scholarships. The Knights wanted to give back to the children involved in the Fair. The Knights also discussed sponsoring the Fair in some way in 2024. Tim was unsure if the sponsorship would be ongoing or a one-time donation. Hayden and Phil asked who would be managing it. Dean said the Fair Foundation would reallocate the money to the kids chosen for the scholarships. The committee asked for clarification on the stipulations for the scholarships. Pat recommended that the Knights of Columbus select the kids receiving the funds for education. Phil does not feel that the Fair Foundation should manage who receives it. The Knights clarified that their only wish was for the scholarship to be used for education and left the discretion to the Fair Board to award. Tim does not want to make this a chore for the Knights and involve them in the process. Scott recommended inviting the Knights to a Fair Foundation meeting to discuss their wishes and stipulations. Pat discussed that the 4-H Youth Council voted on awards. Gary and Scott discussed organizing a VIP program to enhance experiences at the Fair & Rodeo. Gary suggested their would-be credentials be used to identify the VIP program participants. Scott discussed offering a "red carpet" experience, and he feels it is important for people to share their good experiences at Douglas County Fair & Rodeo and that a program like this could benefit our growth and awareness. Pat asked for the qualifications to receive a sponsor pin. Michelle explained that awards and royalty sponsors do not receive the sponsor pins. Rob recommends using terminology different from "VIP" for the program. Rob feels focusing on education and industry/community would be ideal. Hayden likes the idea of an evolving VIP program but feels the VIP experience has more to do with fluffing sponsors up. Scott feels the rodeo world is a small world and engaging in a special program focusing on experience is something the Fair & Rodeo can grow on and be good at.

## **Next Meeting:**

Thursday, February 8th



**DOUGLAS COUNTY FAIR BOARD- GUEST SERVICES COMMITTEE MEETING**

**MONDAY, JANUARY 8, 2024, AT 5:30 PM**

**ADMINISTRATIVE CONFERENCE ROOM**

**Attendees:** Gary, Lisa T., Dick, Scott and James

**Volunteer Schedule**

Reviewed 2023 recommendations re: shift schedules; increase check-ins with volunteers during shifts; prepare for the busier nights earlier by releasing those shifts first in Offero; move volunteers where needed during event - no radical changes in 2024.

**Offero**

Teresa to meet with Lisa G. for training and determine timeline for updating Offero. Shift schedule development will be created by Jean, with Teresa and Lisa updating Offero.

**Volunteer Recruiting and Retention**

Gary shared his experience as a National Western Stock Show volunteer and brought samples on how NWS communicates, recognizes, and engages with volunteers. Committee priority to improve engagement through Offero and other means. Ideas include creating a store for volunteers to purchase branded gear, ask for multi-year commitments of volunteer, engage existing volunteers first, recognize years of serve and general info about DCF&R.

**Farmer's Markets**

In 2022, Farmer's Markets were staffed by Guest Services Committee, in 2023 each committee took a weekend to staff tent, the suggestion in 2024 is that we mix board members to provide a broader scope of info about DCF&R. Teresa to provide 2024 schedule and register DCF&R at selected markets. Suggestion to collect contact info in tent.

**High School Recruitment**

James suggested that we reach out to High Schools earlier, discussed timing to be right after Spring Break (DC Schools on break March 18-22).

**Badging**

Recognition of VIPs during DCF&R is being discussed across all committees. Teresa requested that the group help define number of different badge categories needed (Contestants, buyers, entertainers, etc.) and quantity of each. Teresa and Lisa are researching feasibility of using DC owned equipment to produce in house.

**Next Meeting:** Monday, February 12, 2024



**DOUGLAS COUNTY FAIR BOARD- LIVESTOCK SALE COMMITTEE MEETING**

**WEDNESDAY, JANUARY 3, 2024, AT 6:30 PM**

**FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM**

**MINUTES**

**Meeting:**

**Attendance:** Wes Jacobs, Phil Riesselman, Pat Candelaria, Sarah Fischer, James Jamison, Zach Burns, Michelle Mannes, Lori Sorenson, Ted Sorenson, Rob Tkach.

**Status on Pavilion** - Zach updated the committee that almost all updates for the Pavilion have either been completed or the supplies have been ordered. All lights have been installed, and the bleachers have been removed. It looks like a whole new space.

**Caterer** - The committee agreed to drop the total number of meals from 500 to 450. With the new tent behind the pavilion for the Buyer BBQ, it will be much easier to control access to the BBQ. The committee is waiting for one more quote to make a final decision on the caterer for the 2024 BBQ.

**Photographer** - The photographer who has taken photos for several years has chosen not to return in 2024. One of the photographer's main concerns from years past was the treatment she received from exhibitors and their families. Everyone agreed that this needs to be addressed by Show Management, Livestock Sale, and 4-H. Michelle has contacted several Livestock Photographers in the area and will bring the quotes received to the February committee meeting.

**Hats** - Pat brought two samples of hats to the meeting: one green with a white mesh back and white lettering, the other green with a tan mesh back and tan lettering. The unanimous decision was to move forward with the tan and green hat. Since 2024 is the 65<sup>th</sup> Junior Livestock Sale, Pat will check with the embroiderer on options to embroider the hats or create a patch to place on the hat. The committee would like to investigate lapel pins if neither can be accomplished.

**Packing plants** - Phil has spoken with all packing plants. He reached back out to Innovative and is waiting for a response.

**Drivers** - Phil will contact drivers to the packing plants closer to the sale. He will need to find a new driver to take animals to Innovative.

**Sponsors** - Michelle asked the committee to work with Debbie and the Marketing Committee on all Livestock Sale Sponsorships for 2024.

## **Other**

- Phil recommended that the committee honor the late Commissioner, Roger Partridge, at this year's Sale.
- Phil reminded the committee that it will be the 65<sup>th</sup> Sale this year and asked everyone to consider what we can do in honor.
- Michelle will attend a Fair Entry Training next month and will take any questions or suggestions that the committee has to that meeting.
- Michelle will work with the Marketing Committee to design credentials or stickers for registered buyers.
- Michelle spoke with the company Stormy Fairs to learn about live streaming shows and the sale. More to come on this at the February meeting.
- Michelle tasked the committee with reviewing and making updates to the Livestock Sale Competition Rules.
- The committee brought up a concern about buyers being provided alcohol in their buyer thank-you gifts. This is unacceptable. Several forms of communication will be sent out to the 4-H community to remind them that this is not allowed.
- Pat recommended that the committee consider a different way to save seats for Commissioners and Cowboys After Hours. Michelle will investigate options for chair covers.

**Next Meeting – February 7, 2024**



**DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING**

**TUESDAY, JANUARY 9<sup>th</sup>, 2023, 5:00 PM**

**FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM**

**MINUTES**

**Website updates-** Teresa discussed the upcoming website updates and training with the committee. The new Fair & Rodeo website is a word press platform and will be live in February. The staff will be trained at the end of January and will have one week to load all of the content for the launch. Teresa is working with Pat and Debbie for Open Class and Royalty. The FAQs will be redesigned to incorporate more information helpful for users. The detailed FAQ guide will answer commonly asked questions and how to plan a visit. Teresa and team are excited about the new website. The website will be a huge upgrade and more user-friendly. County staff is working with Webolutions on the new design and launch. Jennifer asked if hometown rodeo registration could be incorporated into the new website. Zach said the staff were optimistic and they are working with IT for a solution. Teresa discussed that there will be more fillable forms on the new website in lieu of PDFs. Teresa also confirmed there will be a search bar functionality on the website.

**Logo-** Staff shared embroidery samples with the committee. There were two different embroiderers used for samples. Elite Sports samples were cleaner and easier to read. Three options were proposed, and the marketing committee recommends that the logo with the banner be recommended to the Fair Board. Two options will be discussed at the upcoming Executive and Fair Board meetings. Debbie preferred the banner logo and discussed that it has many of the same elements as the previous version. The committee agreed they were easier to read. Scott mentioned how important it was to involve the Fair Board and their involvement in selecting the refreshed logo option. Gabe also preferred the banner logo and liked how it emphasized Douglas County. Gabe and Jennifer both discussed how they commented that the previous versions were hard to read on embroidery jobs or marketing literature. Pam thought the horse could use some fine-tuning and that it lost some detail in the thickness of the threading. Pam will email Teresa the horse file. The staff agreed with the committee's recommendation. Once approved, the logo will be used to print 2024 marketing materials.

**RFP Update-** Zach discussed the RFP for the digital marketing campaign. The responses are due by the 17<sup>th</sup>. Zach discussed that the county received ten questions from prospective bidders, which was encouraging. An update on the responses will be provided to the committee at the February meeting.

**2024 Poster-** Versatility created the 2024 poster from the lens of the Pavilion. The committee agreed it was done well. The committee discussed final revisions and recommendations. Tori is to email all final edits to Versatility, and the final draft is to be presented at the Fair Board meeting in January.

**Other-** Debbie discussed reordering ChapSticks as giveaways and will be giving the remaining ChapSticks out at the NWSS. Tori has submitted quote requests for 2024 challenge coins. Teresa discussed a new badging system for the 2024 Fair & Rodeo. She is working with Lisa to develop badges for access and memorabilia. The county resources will allow the project to be cost-effective. Teresa asked the committee for feedback on how the badges should be categorized and color-coded. Gabe shared his thoughts on the badges. Gabe said that every rodeo badge has a story, and that people will appreciate the sentiment behind them. Gabe is to email badge examples to staff and the committee. Debbie asked if the 2024 parking passes should have a disclaimer on them. Zach said he would meet with Lori soon regarding parking and agreed it would be a good idea.

**Next Meeting: Monday, February 12 , 2024**