



**DOUGLAS COUNTY FAIR BOARD
THURSDAY, JANUARY 26, 2023
JAMES R. SULLIVAN 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

Executive

- Committee discussed a new monthly meeting schedule for Guest Service and Marketing
- Committee discussed all standing committees sign up to help at the summer Farmer's Markets to promote the overall Fair
- Committee discussed more consistent branding with the marketing poster each year
- Committee discussed Fair Board Director nominations and ways to get the public involved in committees before applying for Fair Board
- Committee discussed the main entrance from 2022 and the capacity of the other two entrances on the Fairgrounds

Entertainment

- Committee recommend a variety of 2023 Entertainment Acts
- Committee recommends a 12% Commission for Food Vendors instead of a flat fee
- No changes to Marketplace vendor application

Guest Services

- Local Farmer's Market's discussed for committee involvement
- 2023 volunteer schedule is in process and when finalized will be posted to new volunteer management program-Offero
- New committee meeting time is second Monday at 6:00pm

Livestock Sale

- Livestock Sale BBQ – Committee recommended Broken Bones Catering

- Polo Shirts/Hats finalizing quotes for 2023
- Save the Date design selected and will be sent in April 2023

Administration

- Fair Board Shirt Orders
- Fair Board Jacket update for 2023

Marketing

- Committee discussed and requested revisions on the 2023 Marketing Poster created by Versatility and the final poster will be presented to Fair Board.
- New committee meeting time is second Monday at 5:00pm

Rodeo

- No Meeting

Show Management

- No Meeting

Reports from other groups

Regular Agenda

Staff Report

Concert update

Old Business

Competition Rules approval
Committee meeting days
Foundation Budget request update
Superintendent Approval

New Business

Fair poster
February meeting dates
PRCA ProTour

Other Business

Director Comments

Adjournment

Next Meeting: February 16, 2023 (tentative)**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, 2022

JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOMS

MINUTES

Board Members Present:

*John Adams
Dean Elliott
Tom Harris
Phil Riesselman
Pat Salazar
Hayden Schmidt
Pam Spradlin
Lora Talbert
Rob Tkach
Scott Candelaria
Jennifer Foss
Arlie Gordon
Wesley Jacobs
Gabriel Ryan
Ben Alderton*

Associate Members Present:

*Scott McHenry
Kyle Moore
Jean Sabulsky
Dick Sabulsky
Gary Turner
Lisa Turner*

Staff Members Present:

*Laurie Anderson
Michelle Bartlett
Tim Hallmark
Luanne Lee
Tori Thelen
Mercedes Glenn*

Board Members Absent:

*Pat Candelaria
Craig Sloan
Debbie Mills
Sarah Fischer*

Associate Members Absent:

*Matt Coyle
Deb Dilley
John Holst
Chayce Lutz
Laura Martin
Patti Russell
Todd Spencer*

Staff Members Absent:

*Clay Gysin
Guinevere Nelson
Stefanie Hawkins
Sonia Ormsbee*

Other Guests Present:

*Tori Checkal
Tony Spurlock
Lora Thomas*



The Douglas County Fair Board meeting was called to order at 6:00pm on December 15th, 2022, by Dean Elliott -Chairperson. The meeting was held in the James R. Sullivan Event Center Conference Room. The Pledge of Allegiance was recited.

6:00 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE

Public Meeting

Public Comment

Approval of Last Meeting Minutes- Phil moved and Hayden accepted.

Treasurer's Report- Wes recapped 2022 budget and approved.

Consent Agenda – Committee Minutes

Reports from other groups

Fair Foundation

-Dean recognized all in the Fair Foundation and extended gratitude for all they do for Fair & Rodeo.

-Cindy announced the planning of the 10th Anniversary Gala is underway and will be held in March 2023.

Sheriff Spurlock

-Sheriff Spurlock was recognized for his service to the County and participation and support for Fair & Rodeo over the years.

CSU

-Mercedes Glenn announced Brittany was hired as full-time admin at the CSU extension office.

4-H Youth/Leaders Council- Tori had no report.

Administrative

-Discussion of planning starting for 2023 Fair & Rodeo.

-Planned a holiday gathering for everyone to celebrate a job well done

Rodeo

-Moved into new class for 2022

-John discussed vision for 2023 and future of Douglas County Fair & Rodeo

-Rodeo sold out all seats in 2021 and 2022

-WPRA 3rd best ground in circuit.

-ProTour in 2023, Douglas County Fair & Rodeo in top 60.

-John recognized the reputation and hard work that has helped evolve the rodeo and excited about future.

Marketing

-New sponsorship interest coming in indicating 2023 will bring in more sponsorship partnerships

Guest Services

-Modifying volunteer schedules and consolidating shifts for efficiency

-Gary will be working at NWSS in command center

-Committee recognized Sonia and staff for all of their hard work to make Fair 2022 successful while short volunteers

Livestock Sale

-Exploring in house and virtual auction for 2023

Entertainment

-Randy Houser confirmed for 2023 concert

Show Management

-Planning and obtaining judges and rules for 2023

Regular Agenda

Staff Report

-Michelle discussed IEFÉ awards and what an honor it is to receive the awards.

Michelle gave a short presentation regarding our wristbands for Farm to Table

and was asked to speak at another upcoming round table.

Old Business

2022 Year in review

-Fair attendance went from 39,000 in 2021 to 62,500 in 2022. Dean discussed and

recognized what a success the 2022 Fair & Rodeo was.

New Business

Other Business

Director Comments

Adjournment 6:34PM

Next Meeting: January 19, 2023

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

| Line Item, Subledger | Description | Approved BASE Budget | One Time & Supplemental Budget | 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 | \$1,480.00 | \$23,520.00 | 94.08 % |
| 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 | \$0.00 | \$68,450.00 | (\$10,450.00) | -18.02 % |
| 444300 | Equipment Rental | \$17,400.00 | \$0.00 | \$17,400.00 | \$0.00 | \$72,116.02 | (\$54,716.02) | -314.46 % |
| 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 | \$713.20 | \$0.00 | \$6,786.80 | 90.49 % |
| ADMINISTRATION COMMITTEE TOTAL | | | | | \$713.20 | \$144,846.02 | (\$32,159.22) | -28.36 % |
| MARKETING COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$4,200.00 | \$0.00 | \$4,200.00 | \$1,444.15 | \$4,425.00 | (\$1,669.15) | -39.74 % |
| 440100 | Printing/Copying/Reports | \$20,300.00 | \$0.00 | \$20,300.00 | \$0.00 | \$0.00 | \$20,300.00 | 100.00 % |
| 440200 | Newspaper Notices/Advertising | \$41,000.00 | \$0.00 | \$41,000.00 | \$0.00 | \$3,500.00 | \$37,500.00 | 91.46 % |
| 443570 | County Fair Services | \$12,000.00 | \$0.00 | \$12,000.00 | \$0.00 | \$11,530.00 | \$470.00 | 3.92 % |
| 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 | \$0.00 | \$2,300.00 | \$900.00 | 28.13 % |
| MARKETING COMMITTEE TOTAL | | | | | \$1,444.15 | \$23,255.00 | \$60,400.85 | 70.98 % |
| 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 | \$66,950.00 | (\$26,650.00) | -66.13 % |

**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 |
|--|--------------------------|----------------------|-------------------------|---------------------|------------------|---------------------|----------------------|-----------------|
| ENTERTAINMENT COMMITTEE TOTAL | | | | \$55,300.00 | \$0.00 | \$66,950.00 | (\$11,650.00) | -21.07 % |
| RODEO COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$2,000.00 | \$0.00 | \$2,000.00 | \$0.00 | \$0.00 | \$2,000.00 | 100.00 % |
| 443570 | County Fair Services | \$85,000.00 | \$0.00 | \$85,000.00 | \$0.00 | \$85,225.00 | (\$225.00) | -0.26 % |
| 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 | \$0.00 | \$189,025.00 | (\$16,025.00) | -9.26 % |
| GUEST SERVICES COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$2,000.00 | \$0.00 | \$2,000.00 | \$0.00 | \$1,800.00 | \$200.00 | 10.00 % |
| 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 | \$0.00 | \$2,300.00 | \$13,200.00 | 85.16 % |
| 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 | \$0.00 | \$1,800.00 | \$700.00 | 28.00 % |
| 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 | \$8,200.00 | (\$1,200.00) | -17.14 % |
| 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 | \$0.00 | \$14,500.00 | \$12,800.00 | 46.89 % |
| 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 | \$0.00 | \$9,400.00 | (\$8,200.00) | -683.33 % |
| 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 | \$0.00 | \$35,600.00 | \$16,720.00 | 31.96 % |
| 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 | \$2,157.35 | \$476,476.02 | \$43,286.63 | 8.29 % |

**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 |
|----------------------|---|----------------------|-------------------------|--------------------|------------------|-----------------|----------------|-------------|
| | TOTAL PERSONNEL/OPERATIONS | \$687,341.00 | \$0.00 | \$687,341.00 | \$2,157.35 | \$476,476.02 | \$208,707.63 | 30.36 % |
| | 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) | \$2,157.35 | \$476,476.02 | (\$633,992.37) | 408.08 % |



DOUGLAS COUNTY FAIR BOARD- ADMINISTRATION COMMITTEE MEETING

THURSDAY JANUARY 19, 2023, AT 5:15 PM

FAIRGROUNDS ADMINISTRATION CONFERENCE ROOM

MINUTES

Attendance – Lora Talbert, Pam Spradlin, Pat Salazar, Tori Thelen, Stefanie Hawkins

Meeting:

2022 Holiday Party Wrap Up

Will have 2023 Budget next meeting

Shirt & Jacket Orders

Denim Jacket possibility for purchase to be discussed in Fair Board

2023 Workday Plans/Dates/Timing/Expectations

7/27 Set up Kirk Hall & Plant Flowers

7/28 Workday 8am – 11am for grab & go breakfast

Budget to be discussed in February Meeting

2023 Plan of Action due from committees 1/26/23

Administration Task Sheet updated with revisions

Additional Items:

Next Meeting - February 9, 2023



DOUGLAS COUNTY FAIR BOARD- ENTERTAINMENT COMMITTEE MEETING

WEDNESDAY, JANUARY 11, 2023, AT 5:30 PM

EVENT CENTER CONFERENCE ROOM

MINUTES

Attendance – Sarah Fisher, Pat Candelaria, Scott Candelaria, Lisa Turner, Stefanie Hawkins

Meeting:

2023 Fair & Rodeo Planning –

G&S Shows Carnival will be returning for 2023
Main Concert Performer is still under discussion

Stefanie brought to the committee entertainment groups/acts for 2023 with returning and new ideas along with estimates.

The committee recommends the following acts

Returning Acts & Events

- Kiefer Hitch
- Kodiak Ranch Petting Zoo
- Top Hogs
- Tres Amigos Steer Roping
- Colorado Keys
- Nature's Educators
- Axe Box
- Blacksmith
- Trapper
- Stick Horse Rodeo
- Mark Moore
- Discovery Ranch
- Face Painter
- BBQ Competition
- Farm to Table
- Car Show

New Acts & Events

- Balloon Artist & Magician
- The Reflector – Strolling Mirror Man
- Big Bubble Bonanza
- Bubble Tower
- Old West Photoshoot

- Wild West Shootout
- Safari Sam and Oscar, the Awesome Ostrich
- Butterfly Encounter
- Cutting Horse Clinic
- Sippin & Painting

New vendor application and fees will be updated to Fair website in February

Stick Horse location and dates requested to be decided upon

1st Weekend request for the Barn area to be "blocked off" for no access since nothing happening in this location. Will help eliminate the feedback of "where are the animals"

Reviewed potential locations for Beer Garden, a lot of work around to get the foot traffic to Indoor Arena. Kirk Hall was brought up which could be further discussion into 2024.

Farm to Table - Research being done on local chefs/caterers for brunch event as well as presented the idea to have that same evening (Sunday July 30) a Sippin and Painting Event. Sippin and Painting would bring local breweries, winery, distilleries to be involved.

Barn Dance Entertainment still needs to be finalized

Additional Items:

Discussion requested to review the Entrance between Event Center and South Gate as the Main Entrance point.

Next Meeting - February 8, 2023



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY, JANUARY 19th, 2023, AT 6:30 PM

EVENTS CENTER CONFERENCE ROOM

MINUTES

Meeting

Attendance: Dean Elliott, Wes Jacobs, Lora Talbert, Tori Thelen, Michelle Bartlett, Stefanie Hawkins, Sarah Fisher, Hayden Schmidt, Tim Hallmark, Rob Tkach, Phil Reisselman, Scott Candelaria and Pat Candelaria.

Committee Meeting Schedule- Guest Services: Scheduling conflict on first Tuesday of the month for multiple Guest Services committee members. New proposed times to meet are the second Monday or first Thursday. Dean explained the importance of staff time and consideration.

Concert 2023: Randy Houser has accepted offer and the contract is in processing of being finalized. Randy to be main act for 2023. Oak Ridge Boys were presented an offer for opener. They have not accepted due to scheduling logistics. Deadline to hear back is end of business day on 1/20/2023 before staff proceeds to present an offer to the Nitty Gritty Dirt Band for the opening spot.

Farmers Markets: Guest services committee discussed role of Farmer's Markets in recent meeting. Recommendation to the Executive committee that each committee chair volunteer to spend time at a local Farmer's Market (Highlands Ranch and Castle Rock) in June and July. Farmer's Markets serve as a great tool to educate the public about all aspects of the fair and rodeo and serves as an efficient marketing tool. Staff to get schedule of Farmer's Markets to present to Fair Board to discuss sign-ups.

Fair & Rodeo Poster: Committee would like to see more consistent branding with the marketing poster each year. Request to versatility to add Fair & Rodeo logo in lieu of the archway signage.

Director Nominations: Seven individuals applied for director spots and were interviewed. Gary and Lisa were among the seven interview and had successful interviews. Discussion that Ben prefers an associate position to the Director position due to the time commitments. Discussion of the importance of committee involvement prior to offering

Director role in Fair Board. Offering the Director position can be overwhelming due to the requirements for a new applicant. Director must meet the 75% attendance requirement. Scott requested staff to gather the information and send to him. With Ben possibly stepping down, previous candidate pool to be reviewed for interviews. Nominating committee to have another meeting prior to announcing nominations to Fair Board. Three potential Director positions available. Committee chairs to delegate work to committee and associate members. Previous mention of new bylaws for new requirements for associate members not adopted to current policies. Dean recommended sending a letter to all associate members on the mailing list to confirm interest in Fair Board and removing members no longer involved. Associate members should be nominated and removed at the appropriate time.

Task Spreadsheet: Staff is working on reformatting and cleaning up the fair task spreadsheet. The spreadsheet will be finalized by February. Staff will also be working on the Fair 2023 budget as Sonia is no longer involved. Staff will get to Wes once the budget is finalized.

Other: Pat suggested that registration occur earlier for shooting sports to get targets done. Her recommendation was by 6/12/2023. Lora discussed the option to include a denim jacket option to the Fair Board jacket order sheet. Discussion that black jackets should be grandfathered in but there are to be different options for members to purchase. The Fair Board t-shirt and jacket order will be presented at the meeting on 1/26/2023. Sarah and Pat discussed the Fair & Rodeo entrance and recommended the marketplace (Events Center) doors be the main entrance. Tim discussed the issues with traffic and logistics. The Events Center does not meet the needs of funneling in thousands of people entering and exiting simultaneously. Fair & Rodeo needs more physical help and volunteers rather than staff spending thousands on paid County staff. The desired outcome is for more traffic into the marketplace for vendors, open class, and other projects. If entrance and exits are changed, we need more manpower to manage flow of traffic. Master plan could address some of the architectural challenges but will not be deployed for years. Improved signage discussed to address needs of marketplace traffic. Committees need to take on responsibility and communicate what signs are needed daily for fair. An organized and well thought out plan for fair signage is necessary.

Next Meeting:

February 9th, 2023



DOUGLAS COUNTY FAIR BOARD- GUEST SERVICES COMMITTEE MEETING

TUESDAY, JANUARY 3RD, 2023, AT 6:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

MINUTES

- Sonia Ormsbee announced her last day with facilities will be 1/20/2023. Sonia is transferring to the Sheriff's office and will no longer be assisting with the ticketing and guest services side of the Fair & Rodeo. Sonia will work with staff on transition prior to her leave and be available for questions and guidance.
- Discussion of new committee meeting time. Three members can not attend the Tuesday meeting time regularly. New times to be discussed during the Executive meeting on 1/12/2023.
- Offero is undergoing updates and the volunteer schedule is to be posted by early March. An email will be sent to all volunteer email addresses on file encouraging them to sign up for an account with Offero.
- Discussion of volunteer retention and new ways to recruit volunteers. Lisa to send letter to schools and guidance counselors in the district. Farmer's markets are going to continue to be utilized for marketing the fair. Farmer's Market provided a few volunteers but mostly was used to promote and educate public on fair events and information. Discussion of social media, nextdoor, and local online groups to be better utilized for recruitment.
- Discussion of distributing posters to Highlands Ranch recreation center and similar buildings. Gary discussed positive feedback and support of recreation center towards recruiting volunteers.
- Jean discussed strengths of committee members to better delegate work and needs of committee while the committee is in transition for new chair. Gabe's education will interfere with being chair and needs to step down. Gabe is happy to help with transition and attend meetings as often as possible to participate.

- Volunteers lacking in numbers. Committee asked to brainstorm new ideas for recruiting and retention. Volunteer needs were heavy the last few days of the 2022 Fair & Rodeo. The schedule on sign-up genius made it difficult for people to sign up for the later dates.
- Discussion to consolidate shifts and offer longer shifts. Shifts will be posted in blocks as opposed to asking volunteer what they want to sign up for. Floaters to be utilized throughout grounds. Discussion to have less shifts available the first weekend to add to the back end of Fair & Rodeo.
- Guest services to communicate with marketing on needs of committee to be serve one another.
- Dean discussed the importance of the Guest Services committee and the heavy workload. Dean encourages committee members to ask for help from friends who can volunteer time for miscellaneous tasks. Goal to beef up committee and execute plan and avoid reacting in the moment.

Next Meeting: February 7th, 2023



DOUGLAS COUNTY FAIR BOARD- LIVESTOCK SALE COMMITTEE MEETING

WEDNESDAY JANUARY 11, 2023, AT 6:30 PM

EVENTS CENTER CONFERENCE ROOM

MINUTES

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

Meeting:

New committee members in attendance, meeting went through processes of Livestock Sale Committee as well as the explanation for Livestock Sale leading up to and during the Fair.
2023 Fair & Rodeo Planning -

Review and completion of Plan of Action and Plan of Work Worksheets

Review of Livestock Rules

Status of Accounts - two payments outstanding from 2022 sale

Software Updates – will set up call with FairEntry to review 2023 updates

Quotes received for Livestock Sale BBQ – Committee recommends Broken Bones Catering

Phil has been in discussions with packing plants

Polo Shirt – to add logo on the left of shirt – use same color logo text as hat

FairEntry Updates provided by Pat & Kyle

Shared all of the different jobs at the sale to James

Requested Plan of Work sheet & Event planner sheet the sale committee submitted last year

Banners & Signs to be ordered for 2023

Save the date postcard was recommended, and once poster is completed to be created and sent out in April

Brochure details form 2022 to be reviewed and updates to be given to Stefanie to submit for
2023 Livestock Sale Brochure

Additional Items:

March 4th with back up of March 11th will be Beef Weigh In

Mock Sale July 12th 6:00pm

Kyle requested the next 6 months of meetings be virtual

Next Meeting – February 8, 2023



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

TUESDAY, JANUARY 3rd, 2023, AT 5:00 PM

FAIRGROUNDS ADMIN CONFERENCE ROOM

MINUTES

- Discussion of scaling back some pages in the souvenir program as well as ordering a lower quantity to cut cost. Pam to proceed with some quotes on printing. Pat and Debbie have submitted articles to Pam for the program. Pam to begin collecting necessary information and articles and to set timeline for developing program. Discussion of improved distribution system to hand out programs. Discussion to increase ad space cost for ½ page ad. Goal to evolve program to be more valuable to person who receives it. Idea to incorporate business coupons via QR code etc. Total expenses for 2022 program were \$11,684 and only \$4,025 was brought in for paid advertisers.
- Discussion of needing more \$15,000 sponsor items to offer in sponsorship packages.
- Discussion of RFP for media buyer. Status is pending and Douglas County staff hopes it will be sent for bids ASAP.
- 2023 Poster was revealed to committee and feed back discussed. Changes were made and Versatility emailed new revised poster on January 4th. Poster was emailed to marketing committee and final revisions to be discussed at February meeting. Request to add red, white and blue buntings to grandstands. Request to add signage and building for open class/marketplace to bottom of poster.
- Discussion to move meeting start time to 4:30 first Tuesday. Committee will try new time and re-evaluate.
- Discussion of promotional items for 2023 Fair & Rodeo. Need to order coasters, ChapSticks, coffee sleeves, challenge coins, and totes. Discussion to redesign pin to a simple design. Requested research and quotes for new items keychains, thumb drives, mini sewing kits

and microfiber towels. Discussion to get quotes and proof for new hats and t-shirts with 2023 poster image to sell at the 2023 Fair & Rodeo.

Next Meeting: February 7th, 2023

2023 Superintendent Applications

| Area | Position | Applicant | Applicant |
|-------------|--------------------------|-----------------|---------------|
| Dog Agility | Assistant Superintendent | Kim Krueger | |
| Dog Agility | Superintendent | Sue Weinroth | Karen Vincent |
| Horse | Assistant Superintendent | Andrea Slattery | |