



DOUGLAS COUNTY FAIR BOARD

THURSDAY, JULY 20, 2023

EVENTS CENTER

AGENDA

6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE

Public Meeting

Public Comment

Approval of Last Meeting Minutes

Consent Agenda

Admin

- The committee discussed workday plans and how they could assist staff with tasks after July 24.

Entertainment

- The Entertainment committee recommends Madeline from the Branded Maverick to be the Marketplace Liaison. Madeline will be the point of contact during set-up and teardown, selling Fair & Rodeo merchandise, and collecting vendor taxes.
- Axe Box- Axe Box is short-staffed and can no longer participate at Fair & Rodeo 2023.
- Pancake Breakfast- The Pines at Genese has been confirmed for the pancake breakfast. The cost is \$6.50 per person and includes OJ. The setup fee is \$85. Bacon is an additional \$3 per person, and sausage is an additional \$1 per person. It is the recommendation of the committee to provide pancakes for 850.
- The Marketplace-Floor plan has been finalized, and all contracts have been emailed. There are only a few outstanding vendor contracts. The contract is required to be signed before the vendor attends the Marketplace.
- Sunday Sips- Due to poor planning and timing, Sunday Sips will be canceled for 2023. The committee will reevaluate for 2023 and have a well thought plan for a second tent event. Sarah and Lisa recommended utilizing the tent for a possible Fair Board and Volunteer social hour.

Executive

- The committee discussed 2024 budget requests.
- Staff gave an update on all Entertainment, Food Vendors, and Marketplace Vendors.
- Each committee gave an update on final Fair preparations.

Guest Services

- The committee discussed the remaining crucial shifts for volunteers. The only crucial shifts remaining are for ticket takers on Saturday, August 5th. Committee recommends Fair Board for final push for recruitment efforts.

Livestock Sale

- The Mock Sale was held on July 12.

Marketing

- The committee discussed the opportunity to advertise with iHeart Media. They are doing two weeks of 30 ads on the air. They are trading \$1,000 for 50 concert tickets to give away.
- 2023 Posters and souvenir programs have been delivered. Fair Board members are encouraged to take some if they have potential businesses or people to give them to display and give out.

Rodeo

- The committee discussed final plans for the PRCA Youth Camp and the Exceptional Rodeo.
- John reminded the committee about the clan up day on Monday, August 7.
- Debbie updated the committee on hospitality meals.

Show Management

- Event Planning Worksheets will be due to Michelle by Friday, July 14.
- Superintendent Boxes and shirts were given out.
- Hayden discussed the use of the Animal Release Form for this year.
- Rob discussed barn layouts and the use of panels on workday.

Treasurer's Report**Reports from other groups****Regular Agenda****Staff Report****Old Business****Final Fair Review****Slack update for Barrels****New Business****Date for August meeting****Other Business****Walk Around the Fairgrounds****Director Comments****Adjournment****Next Meeting: August 17, 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:

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



DOUGLAS COUNTY FAIR BOARD

THURSDAY, JUNE 16, 2022

MULTI-PURPOSE BARN

MINUTES

The Douglas County Fair Board meeting was called to order at 6:30pm on June 16, 2022, by Dean Elliott - Chairperson. The meeting was held in the Multi-Purpose Barn. The Pledge of Allegiance was recited.

Board Members Present:

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

Associate Members Present:

*Scott McHenry
John Holst
Kyle Moore
Gary Turner
Lisa Turner*

Staff Members Present:

*Laurie Anderson
Michelle Bartlett
Tim Hallmark
Coral Miller
Luanne Lee*

Other Guests Present:

*Tori Checkal
Bailey Fischer
Sofia Foss
Mark Moore
Teri Moore*

Board Members Absent:

*Ben Alderton
Debbie Mills*

Associate Members Absent:

*Anneliese Phippen
Jean Sabulsky
Dick Sabulsky
Monty Anderson
Barry Borges
Matt Coyle
Deb Dilley
Chayce Lutz
Laura Martin
Shawn McWhorter
Patti Russell
Jessica Smith
Todd Spencer
John Woodrick
Philip Woodrick*

Staff Members Absent:

*Clay Gysin
John Murgel
Guinevere Nelson
Sonia Ormsbee
Allison Paul*



DOUGLAS COUNTY FAIR BOARD

THURSDAY, JUNE 16, 2022

MULTI-PURPOSE BARN

MINUTES

6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE

Public Meeting

Public Comment - None

Approval of Last Meeting Minutes – Mark Moore stated Cindy Duckworth was present last Fair Board. With this addition, Pat motioned to approved; Hayden seconded.

Consent Agenda – Hayden requested to pull poultry off the consent agenda. Pat motioned to approve; Gabe seconded.

Admin

- The Committee discussed their timeline of tasks and assigned tasks to committee members.
- The Committee will be passing out shirts, a ticket order form, name badge list and waivers at the Fair Board Meeting.

Entertainment

- The contracts for Axe Women and the petting zoo have been signed.
- The Committee is looking at hiring Axe Box to compliment Axe Women.
- The Committee agreed that an increase budget request is needed for 2023 to cover two weekends.
- The layout for Old West Town is being finalized incorporating both the buildings and vendors. Looking at doing large round hay bales for photo ops at the entrance of Old West Town.

Executive

- Guinevere Nelson is the new Director of the CSU 4-H Extension
- Poultry is likely to extend an additional 90 days. Currently, discussing four alternatives for projects. Dean would like a plan in place by June 17th
- Officer elections will take place at June Fair Board Meeting
- 2023 budget requests are due at June Fair Board
- Rodeo has a new recommendation for raising stock fees at Hometown Rodeo. After discussion, Rodeo will bring additional information to June Fair Board to receive approval.
- Currently, 260 open volunteer positions for fair.

Guest Services

- Committee is actively recruiting Volunteers
- Additional Farmers market date added on June 26
- Volunteer Orientations start July 16th

Livestock Sale

- Fair Entry Mock Sale on July 13th

Marketing

- The Committee reviewed current and outstanding sponsorships. Moore Lumber will be sponsoring the last open chute sign.
- The Souvenir Program is going well and is with the graphic designer currently.
- The Committee is promoting all aspects of Fair at several Rotary Club meetings and has received a great reception.
- City Lifestyle Magazine has approached the Marketing Committee about doing a potential sponsorship for 2023. They are looking to do a content piece on the Farm to Table event in an issue after Fair.

Rodeo

- The Rodeo Committee will be submitting 2 budget requests: one for maintaining the large Rodeo and other for the anticipated inflation.
- Even with assistance from the Foundation, Rodeo Committee believes a stock fee increase is necessary due to higher freight charges and inflation. The new recommendation to be taken to Executive/ Fair Board will be to increase cattle stock charge from \$29 to \$35, goat from \$8 to \$15 and non-animal from \$4 to \$5. Additionally, Mutton Bustin' fee to increase from \$20 to \$25.
- Blazing Saddles drill team will replace Sweethearts for Rodeo (who is taking the year off) at the Hometown Rodeo.
- A flyer for the PRCA Camp is ready. A link for registration should go live June 15th

Show Management

- The Committee discussed Event Planning Worksheets for each Show.
- The Show Management Chairs are working diligently to monitor the Highly Pathogenic Avian Influenza and are planning alternative in case poultry are not allowed on grounds for Fair
- Fair Entries went live on June 1 and will close on June 15 with no later entries being accepted.

Treasurer's Report – Wes gave an update for each individual committee budget including new expenses.

Reports from other groups

FFA- Bailey Fisher updated the Committee that they just returned from their official retreat and are working on plans for next year as well as encouraging everyone to go to fair.

Youth Council – Tori Checkal informed the Committee they just completed elections.

Royalty – Sophia Foss shared they just wrapped the window painting sales and had three Rotary meetings. They also just finished 3 days at the Elizabeth Stampede and will be heading to Evergreen Rodeo this weekend.

DC Fair Foundation - Mark Moore shared that the Foundation raised \$5000.00 by assisting with alcohol concessions for Elephant Rock. Also, the Leg Up Committee held an ice cream social the night before. Mark concluded by offering his services and Chuckwagon for Fair.

Regular Agenda

Staff Report

Update on food vendors, entertainment, and any outstanding issues -

Luanne presented a map of the fairgrounds to introduce where the new main entrance of fair will be located. New ticket booths have been purchased but the windows at the event center will also be open. Gabe acknowledge the extra need from Guest Services and aware of this new change. Sarah had concerns for marketplace foot traffic. It was suggested signage, or a possible marketplace banner could help send attendees into the event center.

Coral made a request of Fair Board for volunteers to assist with Farm to Table on July 31st. Scott, Pam, Lora, Phil, and Pat graciously volunteered their time.

Old Business

Hometown Rodeo entry fee presentation – Adams and Sloan

John presented the Rodeo Committee's recommendation to increase Hometown Rodeo fees. The increase is a result of increased cost of stock and freight. The last stock fee increase was in 2015. John made a motion to increase cattle fees from \$24.00 to \$30.00; Scott seconded. John also made a motion to increase goat fees from \$8.00 to \$10.00; Phil seconded. Lastly, John made a motion to increase the office fee from \$4.00 to \$5.00 as it is costing more each year to put the event on; Craig seconded. All are approved. Then John motioned for an increase of Mutton Bustin from \$20.00 entry fee to \$25.00. This is also a result of higher stock fees. Phil seconded; approved.

New Business

Introduction of CSU staff

Dean informed the Fair Board that Guinevere Nelson is the new Director at the CSU 4-H extension office. Guinevere comes from Custer County

where she was a livestock agent. She attended the Executive meeting and heard from the Directors about the importance of good communication. The new general projects agent has also started, and many members met her at the Foundation's ice cream social the night before. The search continues for the livestock agent but will not be hired until after fair. Guinevere will be stepping in to assist in this area until someone is hired.

2023 Budget-

The total amount requested by Committee budget requests for 2023 is \$281,300.00. In case of push back, Dean requested the Fair Board prioritize the requests. The Fair Board agreed to the following-

1. Rodeo \$64,000.00 - needed to maintain the larger Rodeo
2. Entertainment \$20,000- needed for additional options and first weekend
3. Livestock Sale \$7,500 -- needed for virtual options
4. Admin, Rodeo & Show Management \$64,800 -- combining the 3 requests for inflation
5. Show Management \$70,000 -- one time need for paneling.
6. Entertainment \$55,000 -- to continue Farm to Table

Pat made a motion to approve this prioritized list; Scott Seconded-
Approved

Fair Board Officer Election --

Dean stated that no one has stepped forward to accept the vacant secretary position and will therefore run empty in that position. The remaining officers in their positions of President, Vice President and Treasurer would like to continue their role. Hayden made a motion to keep the remaining officers in their current positions. Craig seconded. Approved.

Review by each committee of current activities

Entertainment (Sarah) -- Axe Box will be at fair both weekends

Livestock Sale (Phil) -- Holding another mock sale on Friday and looking for a ring man

Show Management (Hayden) -- Fair projects has 570 entries which is slightly up, but livestock entries have 1741 entries which is slightly down. A little less than half of what is needed in sponsorship of awards has been sponsored. Poultry has not been cancelled but approval for a small flock has been approved as a backup option.

Guest Services (Gabe) -- Gabe announced he will not be at Volunteer Day and will be stepping down as chair after fair to focus on his schooling.

Marketing (Jennifer) -- TV and Radio ads are stating. Michelle shared that that the July issue of City Life Magazine will have an ad for Farm to Table.

Admin (Lora) -- Jackets have been ordered. Also, if you ordered additional shirts, you would receive an invoice.

Other Business

Michelle stated a blast went out about camping at fair and will be followed up with an email tomorrow. Spaces are first come, first served.

Pat is requesting that Committees report what they are working on rather than reading the consent agenda. She feels that important information is getting missed. Dean stated this is something we can discuss after fair.

Phil requested that a full schedule be handed out at the next Fair Board.

Scott will be participating in the Highlands Ranch 4th of July parade.

Adjournment at 7:48pm

Next Meeting: July 21, 2022

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DOUGLAS COUNTY FAIR BOARD- ADMINISTRATION COMMITTEE MEETING

THURSDAY, JULY 13, 2023, AT 5:30 PM

FAIRGROUNDS ADMINISTRATION CONFERENCE ROOM

MINUTES

Meeting:

Attendance: Lora Talbert, Pat Salazar, Pam Spradlin (phone) Tori Thelen, Zach Burns and Michelle Mannes

Finalize Workday- The knights have committed to providing breakfast burritos and food will be available from 8:00 am-11:00 am. Admin committee to distribute all packets at workday and Dean to sell 4-H wristbands. NavPoint volunteers will be planting the flowers in the planter boxes and setting up tables and chairs for workday. Pat needs 22 burritos for creative arts volunteers.

Photographers-

Pat discussed the possibility of giving photographers tickets to events. Pat to coordinate a meeting with the photographers at the Fairgrounds office. Pat asked for flash drives to be provided for photographers to deliver the photos. Addison to be given concert tickets for assisting with livestock photography.

TIPS- TIPS certificate training is due by July 15th.

Identify possible needs during Fair week- Lora discussed being available on weekends and Monday, Wednesday, and Friday of Fair week. Lora plans to support the Horse and Dog shows. Lora to be available for Farm to Table for ID checks. Admin will organize all awards and ribbons on Monday, July 24th.

Additional Items: The first t-shirt order is to be delivered and distributed by the Fair Board meeting on July 20th. The second order will be delivered before the Fair. Pam is to arrive early to organize the t-shirt order on the table. The phone list needs to be updated and carriers need to be captured on the form at the next Fair Board meeting. Name badges will be ready by July 20th.

Next Meeting – September 14th, 2023



DOUGLAS COUNTY FAIR BOARD- ENTERTAINMENT COMMITTEE MEETING

WEDNESDAY JULY 12, 2023, AT 5:00 PM

JAMES R SULLIVAN CONFERENCE ROOM

MINUTES

Meeting:

Attendance: Sarah Fischer, Chris Spyke, Lisa Turner, Tori Thelen, and Zach Burns

Committee Needs during Fair & Rodeo- the committee discussed needs at the Fair & Rodeo. Tori asked for volunteers to be the point of contact for entertainers and food trucks who arrive. The committee will discuss and look over contracts to schedule appropriate people. Tori requested that Sarah pick up floral arrangements in mason jars from Castle Rock Florist on Saturday 29th and deliver them to Fairgrounds. Sarah will be with the kids the first weekend as her husband is out of town, and she only has limited availability.

Marketplace Liaison- Madeline from the Branded Maverick submitted a proposal to be hired as the Marketplace Liaison for \$1500. Madeline will be the point of contact during set-up and tear-down, selling Fair & Rodeo merchandise, and collecting vendor taxes. The committee recommends moving forward with hiring Madeline.

Axe Box- Axe Box is short-staffed and can no longer participate at Fair & Rodeo 2023.

Pancake Breakfast- The Pines at Genese has been confirmed for the pancake breakfast. The cost is \$6.50 per person and includes OJ. The setup fee is \$85. Bacon is an additional \$3 per person, and sausage is an additional \$1 per person.

The Marketplace-Floor plan has been finalized, and all contracts have been emailed. There are only a few outstanding vendor contracts. The contract is required to be signed before the vendor attends the Marketplace.

Sunday Sips- Due to poor planning and timing, Sunday Sips will be canceled for 2023. The committee will reevaluate for 2023 and have a well thought plan for a second tent event. Sarah and Lisa recommended utilizing the tent for a possible Fair Board and Volunteer social hour.

Additional Items:

Next Meeting – September 13th, 2023, 5:30pm



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY, JULY 13TH, 2023 AT 6:30 PM

JAMES L SULLIVAN EVENTS CENTER CONFERENCE ROOM

MINUTES

Attendance: Dean Elliott, Debbie Mills, Phil Riesselman, Pat Candelaria, Lora Talbert, Rob Tkach, John Adams, Sarah Fischer, Gary Turner, Tim Hallmark, Michelle Bartlett, and Zach Burns

Meeting:

Introduce Zach Burns- Tim introduced the new Fairgrounds Manager, Zach Burns, to the Executive Committee.

Discuss 2024 Budget- Tim submitted the budget for 2024 and the budget request remained the same as 2023. Tim discussed that Fair Board could submit supplemental requests later. Tim discussed Douglas County's current property tax appeals. Dean discussed Fair Foundation and the opportunity to ask for more contributions for the Fair.

Master Plan- Tim discussed that staff had a follow-up meeting to discuss the market study results for the master plan. Tim said no tangible visuals have been provided at this time.

Midway Vendor and Marketplace Vendor Updates- The Knights have received their health permit and will be in the Pavilion, Kirk Hall, and Midway. The Marketplace floor plan has been finalized and signed contracts have been returned. There are 12 food vendors for each weekend including beverages, food, and desserts.

Workday- Knights to provide breakfast burritos from 8 am-11 am. Admin committee will be present at 7:30 am to distribute the packets to superintendents.

Poultry Show Confirmation- The poultry show will remain the same as last year and be closed to the public. Hayden discussed Saturday morning that the poultry will be hauled. Show management is implementing a form to give to exhibitors to serve as a release form. The exhibitor and superintendent must sign the form to track when the animal leaves.

Final Updates Before Fair

Other- Dean proposed that the Fair Board meeting on July 20th be a walkaround meeting prior to the kick-off of Fair & Rodeo. Dean asked for volunteers for Monday the 24th to support admin to assemble the packets for Superintendents and Directors. Dean discussed organizing awards and putting them in boxes to give to the superintendents. Lora said the admin will organize the awards with ribbons on the 24th. Michelle confirmed there is a webpage for jackets, and all sponsors will be recognized on the Fair & Rodeo website. TIPS training deadline on July 14th. Sunday Sips has been canceled for 2023 due to poor planning and no solidified vendors for the event. Sarah discussed the possibility of having a Fair Board Social utilizing the tent in 2024. Dean discussed the August executive meeting date. Michelle reminded the committee that, historically, we only have the Fair Board meeting in August, and all other committees meet in September. Dean encouraged us to gather in August to come together after the Fair. Fair Board meeting to be scheduled for August 17th. Shooting Sports is ongoing this weekend. Sunday there are events at Pikes Peak, and Saturday the events are at the training center in Highlands Ranch. As of Thursday, the contracts have not been signed for the concert. Tim discussed his frustrations but expects them to be completed by Friday. Tim reminded the committee that directors will receive two general admission concert tickets. The schedule was discussed, and the website version says it is tentative. The question was asked if it should be removed from the website. Staff to remove the tentative watermark. Cowboys after hours to recognize their sponsors at the sale. Tim reminded the committee that the deadline is tomorrow for complimentary tickets. All members not utilizing the tickets need to notify staff so they can be given away or sold. Tim discussed honoring Monty Anderson by placing a small plaque on the in and out gate. Michelle discussed paperwork for exhibitors. Exhibitors are required to turn in their sale reference forms which were in the exhibitor packet. Phil encouraged Hayden to work with Robin to coordinate rabbits leaving with poultry. Pat discussed awards, and Michelle said Kiana Creek offered to pay for all unsponsored awards.

Guest Services- Gary discussed the remaining shifts for volunteers. Saturday, August 5th, has five crucial shifts remaining. There are two remaining Farmer's Markets- Show Management and Guest Services will be hosting them.

Entertainment- Sarah discussed the bubble tower was confirmed and slashed down to three days. Sarah thanked the staff for sending contracts and covering Stef's responsibilities.

Rodeo- John discussed that the open entries closed last week, and 1000 more tickets have been sold compared to the same time last year. Hayden discussed that Mutton Bustin' sheep should be picked up earlier rather than later.

Show Management- Rob reminded the committee to support the horse shows on Sunday, July 30th.

Admin- Shirts and jackets will be distributed at the next Fair Board meeting. Lora requested that the committees need to submit their event planning worksheets. The administrative committee offered to support placing needs for Hayden and show management. Hayden discussed that he would send out a signup sheet. The Director buckles will be here as soon as possible. There is a chance that they will arrive after the Fair & Rodeo.

Livestock Sale- Shirts are expected early next week. The Livestock Sale backdrops were delivered to the Fairgrounds. Michelle confirmed that volunteers can park behind the Pavilion.

Marketing- Debbie discussed that the Souvenir Program was profitable this year. Pam's efforts were recognized and applauded. Debbie notified the committee that \$300,000 had been donated in sponsorship money for 2023.

Next Meeting:

Thursday, September 14th, 2023

Comments:



DOUGLAS COUNTY FAIR BOARD- GUEST SERVICES COMMITTEE MEETING

MONDAY, JULY 10TH, 2023, AT 6:00 PM

ADMINISTRATIVE CONFERENCE ROOM

MINUTES

- Committee discussed feedback from the first volunteer orientation on Saturday, July 8th. The orientation went well, and 14 volunteers attended. The volunteers were engaging and excited to learn. Feedback discussed on the length of the tour could probably complete the orientation in .5 hours versus 2. The upcoming orientation is on July 11th is at 6:00 pm, and 18 people are registered. Jean and Dick will be out of town, and Lisa Turner and Gabe will cover their slides on the presentation. After the second session, Lisa Gaudy will email all volunteers the FAQ, map, parking information, and PowerPoint deck. Those volunteers who do not attend will be asked to arrive at their shift 15-20 minutes early to get oriented.
- Lisa discussed the remaining crucial shifts for volunteering. 13 crucial shifts are remaining to fill. Friday, August 4th (5 critical) and Saturday, August 5th (8 critical). Committee asked to send out final push for recruitment efforts. Offero is still receiving volunteer applicants, and we will utilize all volunteers that sign up through the start of Fair.
- There are two remaining Farmer's Markets in Castle Rock. Show management is hosting July 15th and Guest Services is hosting July 22nd. Dick recommends sharing shift needs at Farmer's Market. Lisa to send out the exact shift dates and times needed for crucial shifts.
- Workday logistics were discussed. Tori to confirm with the Admin committee what needs are for Guest Services. Staff has ordered all snacks, gift cards and filled swag bags for volunteers. Badges have been made and important phone numbers will be placed on back of each name badge. Disney maps have been laminated for several locations as well.
- Jean discussed communication during Fair Week. She requested that a group message be considered. Lisa discussed the importance of all incidences being reported to security and that they would handle them appropriately. We will be using cell phones at the Fair and no walkies will be provided to Guest Services. Recommendation to place laminated security slide from presentation in all info booths and the command center. Gary to create a

communication tree for internal purposes. Lisa recommended adding "How did you hear about us?" to check-in to track how volunteers are being recruited. Tori discussed the possible planning of a fall volunteer appreciation game night.

Next Meeting: Monday, September 11th, 2023



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, JULY 10th, 2023, 5:00 PM

FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM

MINUTES

Distribution List for Programs & Posters- Debbie discussed distribution with the committee. Debbie is to distribute to Parker along with Pam. Scott is distributing to Stagecoach, Elizabeth, and Larkspur. Jennifer to distribute to Wide Open Saloon. Gary and Lisa to distribute in the Denver Tech Center area. Debbie will also distribute to businesses old-town Castle Rock businesses.

Versatility Update (Road signs, campaigns)- July content calendar has been created. Additional posts were requested for parking/trolley and a Thank You, Sponsors, post after the Fair. Chase Bryant's promo video was posted to social media and was getting a lot of clicks.

Open Class & Creative Arts Marketing- Wendy's team from PR and Communications created a creative arts video from Fair 2022. The 5-minute video was shared with the committee. The video captured many facets of Creative Arts. The committee discussed how to share the video. The committee was appreciative and proud of the video content.

Banner Inventory- Debbie and Tori inventoried Sponsor banners. Most have been accounted for. Debbie to work on receiving the final banners. Banners will be hung in the next week.

Budget items- Tori discussed that the budget looks good. The committee discussed anticipated invoices or additional marketing costs. Tori discussed the opportunity to advertise with iHeart Media. They are doing two weeks of 30 ads on the air. They are trading \$1,000 for 50 concert tickets to give away.

Next Meeting: Monday, September 11th, 2023



DOUGLAS COUNTY FAIR BOARD- RODEO COMMITTEE MEETING

WEDNESDAY, JULY 5, 2023 AT 6:30 PM

JAMES R. SULLIVAN EVENTS CENTER CONFERENCE ROOMS

MINUTES

Meeting

Attendance: Deb Dilley, Debbie Mills, Gabriel Ryan, Stefanee Whitney, Jennifer Foss, Gary Turner, Tom Harris, John Adams, Scott McHenry, Scott Candelaria, Zach Burns, Michelle Mannes.

Sponsorship Update: Debbie updated the committee that Rodeo Allstar has jumped on board as a Thursday night sponsor, Emerson Knives has joined as the national anthem sponsor, and Pepsi will be the tractor sponsor. Businesses are still reaching out to ask if sponsorships are available for 2023.

PRCA Youth Camp: Debbie reported that planning has gone well for the PRCA Youth Camp. Shining Light Events will start advertising registrations tomorrow.

National Anthem Singer Update: Deb Dilley confirmed that all national anthem singers have been secured, including one for the Livestock Sale.

Exceptional Rodeo: Debbie updated the committee that the County Marketing team would release a press release to advertise the Exceptional Rodeo and registrations. Debbie is working closely with Adam Daurio on logistics and plans for the event. The Pikes Peak Rangerettes will also be performing during the event.

PRCA Events: Entries opened to contestants on Monday, July 3, and close on Thursday, July 6.

Hospitality: Debbie updated the committee that everything supply-wise had been ordered for Hospitality. Debbie is working on someone to provide a meal on Friday night. Woodhill BBQ will provide meals on Thursday night; Texas Roadhouse will provide meals on

Saturday night; Los Volcanoes will provide burritos for Slack; and Wingstop will provide meals on Sunday.

Monday night after rodeo teardown and cleanup: John reminded the committee of the teardown and cleanup expectations on the Monday evening following Fair. Clean-up will begin at 6:00 pm. Tom asked if the County could ensure there were wheelbarrows and rakes for contestants to clean up their stalls. Michelle and Zach assured the committee that this would happen.

Next Meeting: September 6, 2023

Comments:

Scott McHenry proposed for Kiefer Hitch to be able to host mane and tail braiding clinics during Fair. Through discussion, the committee recommends that Kiefer put a sign out in front of the barn when grooming for people to come to watch. For 2024, we can work them into the schedule for scheduled times.

Gary reminded everyone that volunteer orientations are this week. If anyone signs up after this time, they will be doing individual orientations with those volunteers.

John updated the committee on ticket sales and stated that we had sold 1,200 more tickets than this time last year. We always have an influx of ticket sales within the next few weeks.



DOUGLAS COUNTY FAIR BOARD- SHOW MANAGEMENT COMMITTEE MEETING

WEDNESDAY, JULY 5, 2023 AT 5:30 PM

PAVILION

MINUTES

Meeting

Attendance: Lindsay Griffith, Zach Burns, Michelle Mannes, Rob Tkach, Hayden Schmidt, Mercedes Glenn, Sara Warren, Sue Weinroth, Ryan Potton, Keith Mauck, Dawn Arnt, Winter Arnt, Jeff Surry, Kim Surry, Scott Candelaria, Jenn Summervill, Tyler Summervill, Noah VanBibber, Shari VanBibber, Angie White, Rochelle Weigel, Danny Talbert, Brian Cagianut, Jennie Phippen.

Staff Update

Fairgrounds: Michelle introduced the new Fairgrounds Manager, Zach Burns. She also informed the committee that the exhibitor Packet is now on the website with the schedule and that wristbands could be picked up from the office.

CSU: Mercedes updated the committee that the Livestock Judging team took 3rd place at State.

Animal Release: Hayden reminded the committee that the barns will close at 3:30 pm.

Superintendent Boxes: Michelle asked the Superintendents to look through their boxes and let the office know if any other supplies are needed.

Superintendent Shirts: Michelle asked the Superintendents to take shirts if needed.

Event Planning Worksheets: Michelle will need all event planning worksheets sent to her no later than Friday, July 14.

Animal Early Release Form: Hayden informed the Superintendents that a new form would be used for any animal that would be leaving the grounds early. This includes State Fair animals, Breeding Animals, and Buyer Hold Animals. The form must be filled out completely and signed by the Exhibitor and Superintendent.

Barn Layouts: Rob discussed that more animals would be on the grounds this year due to increased entries and that pens would be tight. He and Hayden will work closely with Superintendents on workday to ensure everyone has what they need. Hayden and Rob will be the final say to grab panels from another barn.

Other: Hayden reminded everyone that there is no parking for livestock trailers to be used as tack stalls.

Next Meeting: September 6, 2023

Comments: