



**DOUGLAS COUNTY FAIR BOARD  
THURSDAY, MAY 18, 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**

**Executive:**

- Proposed dates for volunteer orientations are July 8th at 10:00 am and 1:00 pm and Tuesday, July 12th at 6:00 pm.
- Reviewed Processor commitments and mock sale date July 16<sup>th</sup> 6:00 pm
- Sponsor VIP Event has been changed to include sponsors \$2,500 and up on Saturday Night August 5<sup>th</sup> from 5:00 pm – 8:00 pm. Will work with Country PR/Communications to spread the word so more presence at event.
- Need Potestio connection to review new location request for this year.
- Entertainment will share a list of duties for Fair Board participation between events.
- Fair Entry will be open June 1<sup>st</sup> – June 16<sup>th</sup>
- Reviewed photo backdrop to be placed in Large Animal Barn and back of Pavilion
- Request for a safety and reporting meeting to be held at the June Fair Board Meeting

**Show Management:**

- No May Meeting

**Rodeo:**

- All contracts have been signed or sent out for signature.
- Stars and Stripes Drill Team will be helping with Grand Entry this year.
- The Committee recommends moving forward with large rosette ribbons instead of buckles for the Mutton Bustin Champion.
- The Committee will be providing lunch at the May 26 Cervi Camp.
- PRCA Youth Camp is all set to go for this year.

**Marketing:**

- Souvenir program set to go to the designer by June 1<sup>st</sup>. Pam to contact previous ad purchasers.

- Versatility underway in creating digital marketing campaigns. Versatility asked to be consistent with using the traditional logo on all graphics.
- Sponsorship inventory available: bubble tower banners, and steer wrestling at \$2,500.
- Committee to distribute coffee sleeves and pocket schedules.
- Sheriff Weekly working on contacts for road signs to be placed to promote the 2023 Fair & Rodeo.

**Guest Services:**

- Offero shifts are filling up nicely. There are four remaining maintenance shifts. Douglas County contracted out janitorial services for the 2023 Fair & Rodeo. The heaviest needs for volunteers are Friday evening for the concert as well as Saturday, August 5<sup>th</sup>.
- Communications were sent to DCSD counselors and activity directors to recruit volunteers. Lisa is working with James on a homeschool newsletter.
- Farmer's Market schedule is completed. Gary recommends guest services are present at all Farmer's Markets to assist other committees and get them started. Staff to discuss if cash banks can be utilized by committees to sell Fair & Rodeo merchandise.
- Volunteer orientation discussion. Proposed dates July 8<sup>th</sup> and 11<sup>th</sup>.
- Debbie discussed the need to discuss animal welfare at the volunteer orientations. Recommended Ty attend to share about animal welfare, care, and treatment.

**Livestock Sale:**

- Mock Sale on July 12<sup>th</sup> details reviewed for set up needs
- Sale Night August 4<sup>th</sup> was reviewed and needs for volunteers
- Livestock Sponsorships were discussed on who has been contacted for returning along with needs for more.
- Fair Entry Mock Sale Set Up on May 26<sup>th</sup>
- Current Committee Contact List
- Livestock Sale Save the Date Mailer will be sent end of week May 25<sup>th</sup>

**Entertainment:**

- Food Truck and Entertainment support needed for check-in. Will have a one-sheeter for this support help, which will have the knowledge of expectations.
- Reviewed BBQ Competition/Farm to Table and Sunday Sips support needs day of event, which will need to utilize Fair Foundation and TIPS Certified Fair Board Members. 6 alone for Farm to Table needed.
- Set up for Farm to Table will have a sheet that will list duties that will need assistance and timing.
- Sunday Sips – 2<sup>nd</sup> Event under the tent was reviewed and will include food and drink samplings. The committee will work on local vendors for the food portion. Currently have Wine, Whiskey and Beer covered. Debbie provided that she had wooden yard games for this event.
- Market Place, vendor liaison was reviewed and will work with County Staff Volunteers to see if this is an area that can be covered with someone with building knowledge.

**Admin:**

- Shirt and Jackets have been sent to embroider, the 2<sup>nd</sup> order was placed for new Associates and Commissioners. 1<sup>st</sup> order should be returned mid-June.
- Media details requested from County on do's and don'ts for volunteer photographers, which will cover, Barns/Open Class/4-H and food details for this years Fair & Rodeo. It has been stated nothing for Rodeo will be needed to be captured from these individuals.
- New Director Orientation was completed by Lora. Pam will work on all new member name badges.

**Reports From Other Groups****Regular Agenda****Staff Report****Old Business****Pictures in Pavilion and Large Animal Barn****New Business****Approval of Goat Superintendents****Review by each committee of current activities****Other Business****Director Comments****Adjournment**

**Next Meeting: June 15, 2023**

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

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

1. Citizen comments will be heard during the public comment section at the board meeting.
  2. All citizen comments must be addressed to the Board. Directing comments to staff or other members of the public is not permitted during Board meetings.
  3. Public comment section is limited to ten minutes collectively.
  4. Citizens are asked not to repeat comments made by others; merely indicate their concurrence.
  5. Citizens will be asked to use a microphone so that Board members and the audience can hear their comments.
  6. Clapping, cheering, booing and the like are not permitted at Board meetings.
  7. Failure to abide by the aforementioned rules of engagement is considered disruptive to the public process and will result in a warning to the violation citizen(s) by the Board Chair. If after that warning the citizen(s) continues to violate these rules, they will be asked to leave the meeting. If the citizen does not leave the meeting when asked, the appropriate steps will be taken by the Board Chair to have them removed from the meeting.
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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, APRIL 20, 2023**

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

**MINUTES**

The Douglas County Fair Board meeting was called to order at 6:30 pm on April 20, 2023, by Dean Elliott - Chairperson. The meeting was held in the James R. Sullivan Events Center Conference Room. The Pledge of Allegiance was recited.

**Board Members Present:**

*John Adams  
Dean Elliott  
Tom Harris  
Arlie Gordon Jr.  
Wesley Jacobs  
Debbie Mills  
Pat Salazar  
Hayden Schmidt  
Pam Spradlin  
Lora Talbert  
Rob Tkach  
Gary Turner  
Lisa Turner*

**Associate Members Present:**

*Josiah Fredericks  
Laura Martin  
Scott McHenry  
Kyle Moore  
Patti Russell  
Dick Sabulsky  
Jean Sabulsky*

**Other Guests Present:**

*Tori Checkal  
Cindy Duckworth  
Lori Sorenson  
Ted Sorenson  
Chris Spyke*

**Staff Members Present:**

*Laurie Anderson  
Michelle Bartlett  
Clay Gysin  
Tim Hallmark  
Stefanie Hawkins  
Luanne Lee  
Tori Thelen*

**Board Members Absent:**

*Pat Candelaria  
Scott Candelaria  
Sarah Fischer  
Jennifer Foss  
Dr. Phil Riesselman  
Gabriel Ryan  
Craig Sloan*

**Associate Members Absent:**

*Ben Alderton  
Nick Candelaria  
Matt Coyle  
Deb Dilley  
John Holst  
Chayce Lutz  
Todd Spencer*

**Staff Members Absent:**

*Mercedes Glenn  
Guinevere Nelson  
Sheriff Darren Weekly*

**6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE****Public Meeting**

**Public Comment:** None.

**Moment of Silence for Monty:** Dean asked the Board to remain standing for a moment of silence to honor the life of longtime Director Monty Anderson.

**Director Buckles:** The Admin Committee passed along a sign-up sheet for Director Buckles for 2023. Each Buckle will cost around \$100.00.

**Staff Appreciation Presentation:** Dean and Tim presented Luanne with an appreciation gift from the Board for her years at the Fairgrounds. They both thanked her for her time and commitment. Luanne thanked everyone and expressed her excitement to work with everyone in her new role.

**Approval of Last Meeting Minutes:** Hayden moved to approve the March Fair Board minutes. Gary seconded. No discussion. All approved.

**Consent Agenda:** John moved to approve the consent agenda. Lisa seconded. No discussion. All approved.

**Show Management**

- Fair Entry will take place June 1-16, 2023. No late entries will be accepted, with no exceptions.
- Poultry ID Day will be virtual again on June 10 & 11.
- Poultry shows will be held in a very similar fashion as they were last year. Show Management is working with Staff, CSU, and the Superintendent to have information out to 4-Hers by next month.
- Superintendents were asked to create barn layouts based on past years and numbers from this year to help ensure all departments have the needed panels.

**Rodeo**

- The additional \$7,500 from the PRCA and an extra \$500 from the County will be used for purse money bringing the total to \$12,000 per event.
- The Fair Foundation has provided a \$1,200 subsidy to help cover the increase in Hometown Rodeo Stock Contractor Fees.
- The Committee is looking at different options for Mutton Bustin Buckles for 2023 and beyond as prices of buckles have increased.
- A new Exceptional Rodeo will be held on the first Sunday of the Fair at 3 pm in the Outdoor Arena. Adam Daurio from CSU will put on the event but will need assistance from Fair Board volunteers.

**Marketing**

- Versatility created a digital media marketing campaign to attract target audiences to help achieve higher attendance at the concert and first weekend, as well as the continued success of ProRodeo's and F2T.

- A total of 24 2023 Sponsorship contracts have been sent out. Marketing Committee is making great progress on Sponsorship thus far.

### **Guest Services**

- Offero is live and has been emailed to Douglas County staff as well as returning volunteers. Multiple shifts have been signed up for.
- Committee to try and recruit new volunteers through large organizations, corporate businesses, and other civic groups.
- TicketMaster is live with all event tickets for sale. 30% off rodeo tickets and general admission through April. The family and friends bundle for Rodeo is buy 3, get one free.
- Gary Turner to be nominated as Guest Services Chair.

### **Admin**

- Reviewed supplies and duties for Workday
- New Director Orientation packets were reviewed

### **Entertainment**

- Entertainment Committee reviewed Food Truck's weekly recommendation as well as the Entertainment Schedule for Entertainers – which are updated on the schedule of events

### **Livestock Sale**

- Livestock Sale Committee will be sending out Livestock Sale Save the Dates.
- Committee reviewed banner and plaque ordering
- Livestock Sale – Mock Sale will be on July 12, 6:00 pm

**Treasurer's Report:** Wes reviewed the updated budget reporting a total budget of \$1,163,841.00 for the 2023 Fair.

### **Reports from other groups**

**Fair Foundation:** Cindy reminded the Board that the Ghost Town Hoedown fundraiser would be held at the Events Center on October 21, 2023. This is a family-oriented event, and they look forward to a great one. Cindy also reminded the Board that there would be no Cowboy Ball this year as the Foundation held the gala earlier this year instead. The Leg-Up Program is in full swing for 2023, with eight kids receiving animals this year.

**Youth Council:** Tori reported that the planning for June Show is going well. They have all their Superintendents and are still looking for a few judges.

**CSU:** Hayden gave an update on CSU's behalf as they were not able to attend -

- We will host MQA on April 26 & 27th at Kirk Hall. All market (including dairy) members need to attend.
- Sheep & Goat Tag-in on May 2 from 4-7 p.m.

- 4-H 201: Livestock and Fair Meeting May 16th at Kirk Hall: This will be an informational session on all you need to know about having livestock at the Douglas County Fair! What you need to bring, what your responsibilities are, and what some things to keep in mind as you are getting your animals ready!
- Hosted a Beef, Sheep, and Goat Clinic this last Sunday with great success! I am very excited to be offering more opportunities for our youth in the future.
- A new Exhibit Day rule! For Project Only projects, we will have them drop off their projects from noon to 6 pm on July 21.
- At the shooting sports all-county meeting, there were 250 people in attendance!
- Final 4-H project drop date is May 1.

**DCSO:** Laurie reported that alongside Fairgrounds staff, the Sheriff's Office has met with Castle Rock Traffic, Denver Metro Protective Services, and Colorado Event Traffic for initial planning meetings. All is going well currently.

## Regular Agenda

### Staff Report

**Update on First Weekend activities:** Stefanie reported that staff met with Peak Beverage this week to discuss liquor sales and logistics. Beer will now be served alongside the BBQ Competition by a local brewery. Stefanie also reported that Wide Open Saloon is sponsoring the Barn Dance. They will be bringing in Rhett Haney as the entertainer.

**Fair Board Concert and Rodeo Tickets:** Tim updated the Board that all Directors will be given two ground tickets for the concert.

**Ticket Sales Update:** Tim reported ticket sales for all events currently on sale:

- Concert: 339 sold
- Farm to Table Lunch: 33 sold
- Bares, Broncs and Bulls: 81 sold
- Friday PRCA – Military Night: 39 sold
- Saturday PRCA & Barn Dance: 276 sold
- Sunday PRCA – Cowboys for Cops: 72 sold
- General Admission (Friday or Saturday): 41 sold

**Update on items needing Director input:** No update currently.

### Old Business

**Goose Gossage Event at the PRCA:** John invited the Board to attend an event at the PRCA on Friday, May 19, at the ProRodeo Hall of Fame at 6 pm. If anyone would like more information, please reach out to him.



**Poultry Update:** Hayden gave the Board an update on the Highly Pathogenic Avian Influenza, reporting that the spread of the disease is slightly better than last year but still present. Show Management recommends holding Poultry shows in the same fashion as last year. Non-Market birds will show Monday and go home the same day, with the same bio-security regulations as last year. Show Management would like to send information to the exhibitors as early as possible, so they have time to prepare. Tori asked if there would be a cap of one bird per exhibitor. Hayden clarified that is the plan; the 4-H Community will be notified if that changes.

**Review Schedule:** Dean asked the Board to review the tentative schedule. There will be both a Public and Internal schedule published. Please let staff know if you see anything that needs to be corrected. Pat Salazar asked to add photography and crafts to the Open Class Receiving line on the schedule.

**Exceptional Rodeo:** Debbie reported that Roper is sponsoring the Exceptional Rodeo. This new event will occur on Sunday, July 30, at 2 pm in the Outdoor Arena after Farm to Table.

**Roper Warehouse Sale:** Debbie reminded the Board that the Roper Warehouse Sale is this weekend. She encouraged everyone to stop by to recognize Roper as a sponsor.

### **New Business**

**Guest Services Committee:** Dean informed the Board that the Guest Services Committee had nominated Gary Turner as the new Guest Service Chair. Hayden made a motion to approve Gary Turner as Guest Services Chair. John seconded. No discussion. All approved.

**Superintendent Approval:** Hayden motioned to approve Colleen McDonald as Assistant Goat Superintendent and Brittany Sandell as Master Showmanship & Round Robin Assistant Superintendent. Lisa seconded. No discussion. All approved.

**Sale Committee Associates:** On behalf of the Livestock Sale Committee Chair, Wes motioned to approve Lori Sorenson, Ted Sorenson, and Chris Spyke as Associate Members of the Fair Board. Hayden seconded. No discussion. All approved.

**Banner on Roping Chutes:** Dean received a suggestion to have a banner created to hang by the Outdoor Arena roping chutes to honor Monty Anderson. John made a motion to have the banner created. Hayden seconded. No discussion. All approved. John will work with Staff to create the banner.

## Other Business

**Beef Rule Amendment:** Hayden informed the Board that there is a discrepancy in the Competition Rules regarding the identification deadlines for Breeding Beef. The Competition Rules state the deadline as March 1, whereas the 4-H Rules state May 1. Hayden motioned to change the Competition Rules to May 1 to match the 4-H Rules. Wes seconded. No discussion. All approved.

## Director Comments

Hayden asked the Board what the plan is to display award sponsors from 2022 since this was not done last year. Dean clarified that the Awards Committee had yet to decide but would have an answer for the Board in May.

Wes informed the Board that all historic Livestock Sale buyer signs had been updated. The Committee has reviewed past buyer numbers for the last five years to clean up the list. Tori also thanked everyone who signed up for a Farmer's Market shift. Tori also reported that 2023 Fair merchandise is available to purchase by the Fair Board at cost.

Pam updated the Board that she and Debbie are working hard on the Souvenir Program. To counteract the program's cost, they want to sell more advertising this year. She asked if each Fair Board Director could come with just one ad buyer; that would greatly help. Pam or Debbie will send out ad pricing to the Board.

**Adjournment at 7:03 pm.**

**Next Meeting: May 18, 2023**

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

**THURSDAY, MAY 11, 2023, AT 5:15 PM**

**FAIRGROUNDS ADMINISTRATION CONFERENCE ROOM**

**AGENDA**

**Meeting:**

**Attendance:** Lora Talbert, Pat Salazar, Pam Spradlin, Stefanie Hawkins

**Shirt and Jacket Order**

Shirt & Jean Jacket order has been picked up for embroidery. Black soft-shell jackets order has been placed through another vendor. Estimating for completion is mid-June.

**Photographer**

Pat has assignments for volunteer photographers, awaiting staff for completion of the packets which will cover county do's & don'ts

**Report on Orientation**

Lora met with Lisa and Gary Turner for New Director Orientation, they requested how to be more involved, and Pam brought up Fair Foundation.

Brought up that name badges will need to be ordered. Pam will work on this with new Associates, all new names are to be provided.

**Report on Open Class**

Pat shared windows that she was going to put flyers and advertisements in. She has requested different signage – larger signage showing what is in the Event Center Market Place, Open Class, Exhibitors.

**Reviewed Task Sheet**

Work Day 7/28, Admin may start flowers and set up 7/27.

Number of tickets for Superintendents will need to be requested prior.

Farmers Market on July 8 – Castle Rock

**Additional Items:**

**Next Meeting – June 8, 2023**



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

**WEDNESDAY MAY 10, 2023, AT 5:30 PM**

**FAIRGROUNDS ADMINISTRATION CONFERENCE ROOM**

**MINUTES**

**Meeting:**

**Attendance:** Sarah Fischer, Pat Candelaria, Scott Candelaria, Debbie Mills, Scott McHenry, Lisa Turner, Stefanie Hawkins

**Farmers Market Reminder**

10am – 2pm June 18<sup>th</sup>

**Check-In Process Support**

Entertainment & Food Truck Check-In Support needs were discussed. The committee will be on-site to support the point of contact entering fairgrounds. It was requested that a one-sheeter be created that gives a breakdown on scope of service, so Guest Services and Committee can keep track that the acts are doing as listed.

**BBQ Competition**

Reviewed Support Needs from the Foundation to check ID's and collection of tasting coupons and beer tokens

**Farm-to-Table Lunch**

SALT – press release was shared

Beverages was discussed and reviewed request for more Fairboard members to be TIPS certified, currently only Phil and Scott are TIPS trained.

Fair Board & Foundation Support Needs – looking to have 6 onsite for support for check in and ID check. Will share an assignment list

**2<sup>nd</sup> Tent Event**

Sunday Sips 7/30/23 5p – 8pm

Reviewed support needs again for beverage token sales. Group agreed to look for food vendors to support pop up food options under the tent.

**Market Place**

Reviewed Market Place and the need for vendor liaison. Stefanie will work with Tori & Guest Services to see if there is a person on the Volunteer list that would be able to support this role.

**Additional Items:**

**Next Meeting – June 7, 2023**



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

**MONDAY, MAY 8th, 2023, AT 6:00 PM**

**ADMINISTRATIVE CONFERENCE ROOM**

**MINUTES**

- Offero shifts are filling up nicely. Volunteer needs are heavier on concert night for ticket taking and second Saturday for all shifts. Committee asked to think of all family or friends who may be able to help fulfill a shift. Maintenance shifts are almost full. Discussion of Douglas County contracting out for janitorial for the 2023 Fair & Rodeo.
- Gary provided Fair Board orientation review sheet to the committee. The importance of knowing the expectations and responsibilities was discussed. Many committee members have not seen the orientation review sheet prior to the committee meeting.
- Lisa updated the committee regarding school communication. A letter was sent to multiple DCSD counselors or activity directors for volunteer recruitment. Lisa working closely with James for the homeschooling newsletter which will be delivered soon.
- TicketMaster report provided to committee to show updated ticket sales as of 5/8/2023.
- Farmer's Market schedule discussed. Gary feels it is important for the guest services committee to help guide the other committees attending a Farmer's Market this summer. Gary volunteered to help the committees get started. Staff to discuss cash handling with the County if we are to sell Fair & Rodeo merchandise at the market.
- Volunteer recruitment brochures (100) were printed. Dick spearheaded the idea, and the brochures will be handed out at Farmer's Markets.
- Gary provided an article sharing the experience of volunteering at the NWSS. The committee discussed volunteering experiences and retention. There was a consensus that what you learn, what you experience, and the relationships made, are a few of the reasons volunteers want to return. Gary suggested we give volunteers the opportunity for private

tours and experiences at Fair & Rodeo that will excite and engage them. A behind-the-scenes experience to be determined by the committee.

- Volunteer orientation dates were discussed. July 15<sup>th</sup> was proposed but Jean and Dick will be out of town. Staff working on confirming dates. July 8<sup>th</sup> and July 11<sup>th</sup> are the tentative dates for volunteer orientation. T-shirts will be distributed at orientation. Volunteers can use their name tag for free general admission on Friday or Saturday, August 4<sup>th</sup> and 5<sup>th</sup>.
- Debbie attended as a guest to discuss animal welfare education. Debbie recommended with have Ty attend the orientations to discuss animal welfare and rules for the Rodeo. There is a lack of awareness among the public on the treatment of animals. Ty can tell the story well and is well-versed in animal welfare.
- Pat and Scott discussed the need for volunteer shifts to be filled to support the show management and livestock sale committee during the fair. Floaters will be utilized to help support their needs. Tori to work with Lisa to develop shifts as needed.

**Next Meeting:** June, 12th 2023



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

**WEDNESDAY MAY 10, 2023, AT 6:30 PM**

**FAIRGROUNDS ADMINISTRATION CONFERENCE ROOM**

**MINUTES**

**Meeting:**

**Attendance:** Wes Jacobs, Phil Riesselman, Pat Candelaria, Scott Candelaria, Sarah Fischer, Kyle Moore, James Jamison, Chris Spyke, Lori Sorenson, Ted Sorenson, Rob Tkach, Nick Candelaria, Stefanie Hawkins

**Mock Sale**

The committee reviewed the equipment needs for Mock Sale, July 12<sup>th</sup> at 6:00pm – all to be set as Sale Day minus the drape. TV's (not mounted) IT Support x 2 requested. The auction block confirmed for resurfacing. Pat shared list of volunteers returning from 2022. She is giving a deadline for the end of May to confirm volunteers so shirt order and assignments can be completed.

Pat requested help for set up 5:00pm

**Sale Night**

The committee requested volunteers for set up assistance, same as 2022 was much-appreciated support needed. Pat has photos of each area for set-up needs.

Committee agreed for both popcorn and peanuts to be provided for sale.

Buyer cards will need to be proofed with the rules on the back. As large numbers as possible on the front.

Blue sheets for Sale.

Scott confirmed O'Brien's for desserts are covered. Broken Bones BBQ is confirmed.

Photographer confirmed. Cash Bank requested

Parking Passes are completed, Phil requested passes for volunteers

Received Event Planning Worksheet from Committee

**Sponsorship**

A question was asked on sponsorship, Scott reviewed briefly tiers, and Stefanie to share packet from the Sponsorship committee. The committee reviewed 2022 sponsors and who has been contacted and who still needs to be contacted.

**2023 Budget Review**

No Budget concerns

**Fair Entry**

Pat and Kyle confirmed that they will not need Fair Entry Support prior to Sale Day.  
May 26<sup>th</sup> requested for Fair Entry Mock Sale Set Up 4pm-5pm. Will review supplies at this time as well.

**Committee Current Contact List**

Reviewed committee contact list, it will be updated and shared out

**Save Date Mailer**

4x6 postcard was approved by the group, will be printed, and mailed out

**Additional Items:**

**Next Meeting - June 7, 2023**





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

**MONDAY, MAY 8th, 2023, AT 5:00 PM**

**ADMINISTRATIVE CONFERENCE ROOM**

**MINUTES**

- Debbie updated the committee on Souvenir Program. The program is on track to go to the designer by June 1<sup>st</sup>. 8,000 copies will be ordered. 3,000 will be distributed and the remaining 5,000 will remain at the Fairgrounds for Fair week. In 2022 the program had 9 paid advertisements. Ad space increased in price for 2023 and Pam is reaching out to all previous ad buyers. Sozo Chiropractic wants to purchase the inside back page for ad placement.
- Versatility is rolling out graphics and campaigns. The Larkspur billboard was placed and will remain in place until the 2023 Fair & Rodeo. Versatility was told to be consistent with using the traditional logo on all graphics. Versatility has provided a content calendar for future social posts and Google ads. Campaign landing pages are also emailed to staff and Debbie for approval or revisions. Versatility is aligning their campaigns to build awareness with the Northern tier.
- Sponsorships are going well and underway. Inventory available for sponsors are bubble tower banners at \$2,500 and, steer wrestling at \$2,500.
- Pocket schedules and coffee sleeves are available to the committee for distribution. Committee was requested to take materials with them to distribute to market the 2023 Fair & Rodeo.
- Overview of merchandise for sale was discussed. Rodeo t-shirts, animal sweatshirts, kids animal t-shirts, poster t-shirts as well as grocery totes, and kids key chains will be available for sale at Farmer's Markets as well as during the Fair & Rodeo. Discussion of what to spend the remaining budget money for marketing/promotional items. Scott inquired about purchasing the coasters. The marketing committee will have a consensus on what additional items are purchased.

- Cynthia and Pat gave us an update on Creative Arts. The window display will be switched out with a Lego display as well as a display targeting senior citizens. Creative Arts brochures are being finalized and Pat has contacted homeschoolers as well as a few Christian schools to educate on Open Class projects/Creative Arts. Cynthia feels Creative Arts lacks exposure in Fair Marketing and suggested ways we could help put the word out. Tori to connect with Public Affairs and Communications for a Creative Arts inspired News Release. Creative Arts expects inclusion and inquired about ad placement with Colorado Media.
- Marketing to run Farmer's Market in Highlands Ranch on May 21<sup>st</sup> from 10:00 am-2:00 pm. Debbie suggested utilizing the tent and tables as a resource for Creative Arts displays and information.
- Debbie discussed working with the Sheriff on contracts for Fair & Rodeo signage. There should be up to 6 locations where signs will be displayed to market the Fair & Rodeo.
- Discussion if there is a possibility to upgrade the standard general admission ticket to a ProRodeo ticket after being purchased. Tori to discuss with Lisa about options TicketMaster can present.

**Next Meeting:** June 12th, 2023



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

**WEDNESDAY, MAY 3, 2023 AT 6:30 PM**

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

**AGENDA**

**Meeting**

**Attendance:** Gary Turner, Josiah Fredericks, John Adams, Debbie Mills, Michelle Bartlett, Arlie Gordon Jr., Jennifer Foss, Deb Dilley, Laura Martin, Gabe Ryan, Scott Candelaria, Tom Harris.

**Sponsorships:** Debbie reported that sponsorships are doing well for this year; there is a waitlist for chute sign sponsors. The Steer Wrestling Event Sponsorship is still available (for \$2,500. Roper has agreed to sponsor the Exceptional Rodeo for this year. All hotel rooms for the Fair are being comped by The Quality Inn in Castle Rock at a value of \$7,500. They are also offering a discount for anyone associated with Fair.

**Farmers Market:** The Rodeo Committee has signed up for the June 11 Farmer's Market in Highlands Ranch; Deb Dilley and Laura Martin have volunteered. Gary gave the Committee an overview of what they will need to do.

**Contract Update:** Michelle updated the Committee that all contracts have either been sent out for signature or have been signed.

**Grand Entry:** Deb Dilley updated that the flag girls we use are dwindling. Debbie contacted Tara Poulson of the Stars and Stripes Drill Team to see if they would be interested in helping. They agreed to bring 4-5 girls to carry flags for the grand entry. Royalty and past flag girls that show up will still be used, but Star and Stripes will help as needed.

**Mutton Bustin Awards:** The Committee would like to order large ribbon rosettes for the champions. The buckles quote came in over budget at \$88 per buckle.

**Cervi School:** The Committee is only Sponsoring lunch for the May Cervi Camp this year. Lunch will be provided on May 26, 2023. If anyone would like to attend and help take lunch up there, Debbie would appreciate the help.

**National Anthem Singers:** Deb Dilley is working on National Anthem singers and will have them finalized around June.

**PRCA Youth Camp:** The PRCA Youth Camp is all set to go. The plan for this year is to shorten the time frame by an hour, have speakers during the orientation, and then have six stations out in the arena. The cost will be \$20 per youth participant. The PRCA suggested raising the number of participants to 60 kids instead of 40. The Committee decided that 60 would be too many and compromised on 48 to have eight kids at a station. Five Eastern Plains High School Rodeo Team volunteers will be there to help. Approximately 12 rodeos are doing the PRCA Youth Camp, so having this at our Fair is an honor. The Sheriff's UTV and the Fairgrounds tractor will be available during the camp.

**Revenue vs. Expenses Overview:** John gave a presentation on each event the Rodeo Committee puts on with rough numbers of event costs and revenue. This factored in sponsorships and all expenses.

**Tickets Sold:** John reported that 2000 seats had been reserved at the Fair so far.

**Next Meeting: June 7, 2023**

**Comments:**

Debbie reported that Rampart Feed would be providing hay for the first weekend.



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

**THURSDAY, MAY 11TH AT 6:30 PM**

**EVENTS CENTER CONFERENCE ROOM**

**MINUTES**

**Attendance:** Dean Elliott, Wes Jacobs, Phil Riesselman, Pat Candelaria, Lora Talbert, Scott Candelaria, Hayden Schmidt, Debbie Mills, Sarah Fischer, Gary Turner, Clay Gysin, Tim Hallmark, Michelle Bartlett, Stefanie Hawkins and Tori Thelen.

**Meeting**

**Staff review**

**Items Needing Attention of the Committees:** The updated ticketing report was dispersed to the committee. Volunteer needs are high on concert night as well as on the second Saturday. Guest Services Committee requested Executive Committee to help recruit volunteers.

**Volunteer Training Dates:** Proposed dates for volunteer orientations are July 8<sup>th</sup> at 10:00 am and 1:00 pm and Tuesday, July 12<sup>th</sup> at 6:00 pm.

**Mock Sale:** Pat notified the committee the full Mock Sale is on July 12<sup>th</sup> at 6 pm in the pavilion and pizza would be provided.

**Processor Commitments:** Phil discussed the processing and handling of animals. There have been no commitments from processors at this time. Broken Bones confirmed to cater a sale dinner.

**Sponsor Hospitality Event:** VIP Event for Sponsors \$2,500 Saturday night 5-8 pm. Sierra to cater the event again. Commissioners voiced concern with attendance and have requested more bodies to be present. Wendy in PR/Communications will help to spread the word to improve the turnout for the event. Fairgrounds will not be able to manage VIP or reserved parking. Dean voiced concern about the challenges of ushering VIP guests with the Rodeo ending. Conversation to extend invitations to Fair Foundation supporters. Fair Board to help shuttle attendees of the VIP platform event to the parking lot. Discussion about Frank from Potestio and his in-kind equipment. Staff is trying to coordinate a meeting with Frank to discuss

equipment location and 2023 Sponsorship. Discussion of cart availability for use. Staff confirmed the PO is written for carts.

**Workday Expectations:** Admin to hand out food tickets for Workday. Knights to provide breakfast burritos. Admin committee requested numbers from superintendents for food. Workday will be held in Kirk Hall and wristbands will be sold at the location as well. Tickets are intended to control who eats and when.

**Farm to Table (director responsibilities):** Farm to Table will need support from Fair Board for ID checks as well as ticket taking. Several directors are expected to assist with Farm to Table needs and set-up. Dean requested staff to clarify expectations for Fair Board participating and helping with the event. 12 Food vendors have been set for both weekends.

**Food Vendors:** 12 food trucks or vendors have committed to each weekend during Fair & Rodeo.

**Awards Committee:** Fair Foundation to cover the cost of banners.

**Other:** 4-H 201 is on 5/16 in Kirk Hall. Dean encouraged whoever can attend to go.

Concern that ProRodeo tickets given to sponsors are being utilized. If Fair Board takes tickets for the Rodeo, they will need to be used. Tim requested Rodeo tickets to be picked up by July 14<sup>th</sup> if being used. If no one will be using them they need to communicate to staff so there is an opportunity to sell or give to patrons who can fill the seats.

Debbie requested that sponsorship packets be completed earlier this year and sponsors must respond with their ticket selections by July 1<sup>st</sup>. If sponsors are not going to use their tickets, we are to try and sell them to patrons.

Pat discussed the premiums for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place have no traceability of money being given. Need record keeping and go back to the old way where leaders are dispersing money after the Fair.

Michelle discussed camping. First come first serve basis for camping. Camping spots are 15' wide. Camping is available for move-in the first Sunday through Tuesday when animal check-in is done. Hayden mentioned that a 4-H family started a campfire in 2022 and security allowed it. No

campfires are allowed on the grounds. No open burning fires. Rules for campfires need to be clarified and written in the 4-H paperwork.

Debbie reminded the committee of the upcoming group photo at the Fair Board meeting on May 18<sup>th</sup>.

Debbie suggested we incorporate information regarding safety and reporting at the June Fair Board meeting.

Scott reminded the committee the branding party is Friday at the pavilion at 6:00 pm.

Michelle reminded the committee that Fair Entry is open June 1<sup>st</sup>-June 16<sup>th</sup>.

Wes discussed tagging animals and that all tags need to be present, and all tagging issues resolved prior to sale.

Pat discussed the desire of parents to want to take pictures of their kids with their animals in front of a backdrop or banner with the Fair & Rodeo logo. One backdrop will be placed in Large Animal Barn and one other in the Pavilion.

Lora discussed volunteer photographers and that staff will provide planning worksheets and instructions. Lora mentioned shirts should arrive in June.

Scott announced that Craig Sloan has resigned from his director position on Fair Board.

**Next Meeting:**

June 8th, 2023

**Comments:**