



**DOUGLAS COUNTY FAIR BOARD
THURSDAY, NOVEMBER 21, 2024
EVENTS CENTER
AGENDA**

6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE

Public Meeting

Public Comment

Approval of Last Meeting Minutes

Treasurer's Report

Consent Agenda

Executive

- Scott McHenry presented three ideas for the 2025 Fair & Rodeo- a Douglas County Open Class Livestock Show, a Kids Rodeo, and a Draft Horse Show, for the committees to consider.

Entertainment

- The committee recommends moving the meeting time to the second Thursday of the month at 5 pm

Guest Services – No November Meeting

Livestock Sale

- The committee discussed and recommended Competition Rule changes to clarify the thank you note process and how exhibitor checks are released.
- With the help of the Fair Foundation, the committee would like to create a flier to educate buyers on sale processes and payment.

Administration

- The committee recommends increasing the number of burritos to 300 for workday.
- The committee recommends scheduling future Fair Board member orientations adjacent to Fair Board meetings.

Awards

- The committee recommends Pat Candelaria as chair of the Awards Committee.
- The committee is working with the Fair Foundation on new software for award sponsorships.
- The committee is working with Sheridan Buckle Company on designs for the 2025 Fair buckles.

Marketing

- The committee recommends launching an early bird rodeo ticket sale campaign targeting past rodeo ticket customers for Valentine's Day. This campaign would only allow early access to tickets and not provide a discount.

- The committee recommends rolling out ticket sales to the public beginning April 1 with Rodeo tickets going on sale; April 8 for concert tickets on sale; and April 16 (100 days out), all tickets would be on sale.
- The committee recommends engaging Versatility to do the program layout at an expected cost of \$4999.
- The County owns three URLs for the DCF&R: DouglasCountyFairAndRodeo.com, DCFairAndRodeo.com, and FairAndRodeoFun.com. The committee recommends that DouglasCountyFairAndRodeo.com be used exclusively on all materials moving forward.

Rodeo- No November Meeting

Show Management – No November Meeting

Reports from other groups

Regular Agenda

Staff Report

Master Plan

Old Business

Review work plans

Report on meeting with 4H Executive Committee of Leadership Council

New Business

Annual review of Committee reports delivered by Committee Chair

Competition Rules Update

Zach Presentation

Holiday Party

Other Business

Director Comments

Adjournment

Next Meeting: December 19, 2024

Rules for Citizen Engagement at Fair Board Meeting

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

1. Citizen comments will be heard during the public comment section at the board meeting.
 2. All citizen comments must be addressed to the Board. Directing comments to staff or other members of the public is not permitted during Board meetings.
 3. Public comment section is limited to ten minutes collectively.
 4. Citizens are asked not to repeat comments made by others; merely indicate their concurrence.
 5. Citizens will be asked to use a microphone so that Board members and the audience can hear their comments.
 6. Clapping, cheering, booing and the like are not permitted at Board meetings.
 7. Failure to abide by the aforementioned rules of engagement is considered disruptive to the public process and will result in a warning to the violation citizen(s) by the Board Chair. If after that warning the citizen(s) continues to violate these rules, they will be asked to leave the meeting. If the citizen does not leave the meeting when asked, the appropriate steps will be taken by the Board Chair to have them removed from the meeting.
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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, OCTOBER 17, 2024

**DOUGLAS COUNTY FAIRGROUNDS – JAMES R. SULLIVAN EVENTS CENTER
CONFERENCE ROOM**

MINUTES

Dean Elliott - Chairperson, called the Douglas County Fair Board meeting to order at 6:30 p.m. on October 17, 2024. The meeting was held in the James R. Sullivan Conference Room. The Pledge of Allegiance was recited.

Board Members Present:

*Dean Elliott
Sarah Fischer
Jennifer Foss
Tom Harris
Wes Jacobs
Scott McHenry
Debbie Mills
Phil Riesselman
Pat Salazar
Hayden Schmidt
Pam Spradlin
Lori Sorenson
Lora Talbert
Rob Tkach
Gary Turner
Lisa Turner*

Associate Members Present:

*Nick Candelaria
Ryan Kennedy
Kyle Moore
Dick Sabulsky
Jean Sabulsky
Ted Sorenson*

Other Guests Present:

*Marcus Ballinger
Paulette Chekal
Tori Checkal
Gary Debus
Cindy Duckworth
Danielle Hastings
Dustin Hastings
Tristan Hastings
Langer Family
Guinevere Nelson
Danny Talbert*

Staff Members Present:

*Laurie Anderson
Zach Burns
Clay Gysin
Tim Hallmark
Teresa Kutt
Michelle Mannes
Tori Thelen*

Board Members Absent:

*John Adams
Pat Candelaria
Scott Candelaria
Gabriel Ryan*

Associate Members Absent:

*Ben Alderton
Matt Coyle
Deb Dilley
Josiah Fredericks
John Holst
James Jamison
Chayce Lutz
Patti Russell
Chris Spyke
Monica Wilson
Kate Wormington*

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

Danielle and Dustin Hastings, 4-H parents, urged the Fair Board to award a buckle to Reserve Champions. The State Fair, National Western Stock Show and Douglas County Fair & Rodeo are the only competitions in the state where Reserve Champions do not receive a buckle. According to the Hastings, many 4-H families support awarding a buckle to Reserve Champions. They would like the clubs to be able to vote on the buckle and believe the kids should have a say. Hayden asked how to differentiate between Grand Champion and Reserve Champion if both receive a buckle. Danielle suggests different sizes or designs. The Hastings believe they could find sponsors to pay for the Reserve buckles.

Lindsey Langer, 4-H parent, also spoke to support the return of the Reserve buckle. She mentioned that agriculture is disappearing in Douglas County, and the buckle represents the Western heritage. It is a prized possession for the kids who keep it a lifetime.

Dean appreciated the feedback and will take the issue to the Awards Committee.

Approval of Last Meeting Minutes: Gary moved to approve. Phil seconded. All approved. No discussion.

Consent Agenda. Rob moved to approve the consent agenda. Phil seconded. All approve. No discussion.

Treasurer's Report: The 2024 Fair marks the first time the Fair showed a profit of \$21,903. Wes reviewed each committee budget and applauded everyone's efforts. Wes and Zach are working on reorganizing some of the budget line items for 2025. Moving forward, each committee will be issued its budget to review during their monthly committee meeting. Zach reported that revenue was up 16%, and expenses were up 8%. Dean congratulated everyone and asked the board to consider where the monies should be reinvested for long-term improvements.

Reports From Other Groups

Fair Foundation: Cindy reported that the Foundation completed the L.E.G. Up Grant applicant interviews. The foundation received 18 applications and conducted 16 in-person interviews. Nine out of 12 grants were awarded. Award winners will be announced at Achievement Night. Additionally, the steer program will aid participants in choosing breeding animals. Grant Breakfast is November 16; Fair Board should expect to see an invite soon.

4-H Youth Council: Tristan invited Fair Board to Achievement Night on Oct. 23. Save the date for the following events: Nov. 4 is the next Youth Council meeting; Nov. 7 is the 4-H Open House, and Dec. 6 is the Holiday Dance.

CSU Extension: Guinevere reported the new 4-H year kicked off and program planning is underway.

Regular Agenda

Staff Report: Zach and Tim reported that a parking garage will be added to the design scope for the Master Plan. Tim is meeting with Commissioner Teal soon to discuss the Master Plan.

Old Business:

Committee Work Plans are due in November.

Elections of Committee Chairs

Rob moved to approve the following committee chairs and vice chairs. Hayden seconded. All approved. No discussion.

- Livestock Sale Committee: Chair – Phil. Vice Chair: Pat C.
- Show Management Committee: Chair – Hayden. Vice Chair: Rob
- Entertainment: Sarah
- Marketing: Debbie
- Administration: Lora
- Rodeo: John
- Guest Services: Gary
- Awards: Pat C.

New Business

Zach introduced the 2024 Fair & Rodeo Awards presented by staff to recognize outstanding contributions to the Douglas County Fair & Rodeo. This year's winners are:

- Unsung Hero Award: Pam Spradlin
- Most Outstanding Committee: Livestock Sale
- Fair Board Director of the Year: Rob Tkach

Other Business

Volunteer Recognition

During the Executive Committee, a recommendation was made to create a yearly pin for all Douglas County Fair & Rodeo volunteers. The cost would be \$2.50-5 each. The 2024 pin will be distributed at an April 2025 Volunteer Appreciation Event. Phil motioned to approve. Rob seconded. All approved.

Director Comment: None

Adjournment at 7:20 pm.

Next Meeting: November 21, 2024

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**55250 - Fair 2024 Operating Budget
Fairboard Summary**

| Line Item, Subledger | Description | Approved BASE Budget | Amended Budget | 2024 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 | (\$1,500.00) | \$0.00 | \$1,500.00 | #DIV/0! % |
| 344300 | Admissions Surcharge | (\$24,000.00) | \$0.00 | (\$24,000.00) | (\$18,691.42) | \$0.00 | (\$5,308.58) | 22.12 % |
| 344301 | Ticket Surcharge | (\$365,000.00) | \$0.00 | (\$365,000.00) | (\$398,970.57) | \$0.00 | \$33,970.57 | -9.31 % |
| 344302 | Vendor Surcharge | (\$45,000.00) | \$0.00 | (\$45,000.00) | (\$19,700.00) | \$0.00 | (\$25,300.00) | 56.22 % |
| 344303 | Participant Surcharge | (\$16,000.00) | \$0.00 | (\$16,000.00) | (\$7,640.00) | \$0.00 | (\$8,360.00) | 52.25 % |
| 344304 | Event Sponsorships | (\$257,000.00) | \$0.00 | (\$257,000.00) | (\$269,650.00) | \$0.00 | \$12,650.00 | -4.92 % |
| 344305 | Event Commissions | (\$88,800.00) | \$0.00 | (\$88,800.00) | (\$195,143.67) | \$0.00 | \$106,343.67 | -119.76 % |
| 344401 | Catering Fee | (\$101,000.00) | \$0.00 | (\$101,000.00) | (\$718.49) | \$0.00 | (\$100,281.51) | 99.29 % |
| MISCELLANEOUS REVENUES | | | | | | | | |
| 383300 | Contrib-Foundation/Estates | \$0.00 | \$0.00 | \$0.00 | (\$76,000.00) | \$0.00 | \$76,000.00 | #DIV/0! % |
| 384500 | Miscellaneous Revenues | \$0.00 | \$0.00 | \$0.00 | (\$5,013.12) | \$0.00 | \$5,013.12 | #DIV/0! % |
| PERSONNEL SERVICES | | | | | | | | |
| 411100 | Personnel Costs (Salary, OT, Benefits, Phone) | \$183,446.00 | \$0.00 | \$183,446.00 | \$176,313.11 | \$0.00 | \$7,132.89 | 3.89 % |
| ADMINISTRATION COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$25,000.00 | \$0.00 | \$25,000.00 | \$6,735.91 | \$0.00 | \$18,264.09 | 73.06 % |
| 433500 | Uniforms | \$2,000.00 | \$0.00 | \$2,000.00 | \$6,196.74 | \$0.00 | (\$4,196.74) | -209.84 % |
| 443570 | County Fair Services | \$98,000.00 | \$20,000.00 | \$118,000.00 | \$140,320.32 | \$0.00 | (\$22,320.32) | -18.92 % |
| 444300 | Equipment Rental | \$17,200.00 | \$50,000.00 | \$67,200.00 | \$62,659.41 | \$0.00 | \$4,540.59 | 6.76 % |
| 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 | \$19.87 | \$0.00 | \$1,480.13 | 98.68 % |
| 445500 | Catered Meal Services | \$7,500.00 | \$0.00 | \$7,500.00 | \$6,898.93 | \$0.00 | \$601.07 | 8.01 % |
| ADMINISTRATION COMMITTEE TOTAL | | | | | | | | |
| | | | | \$223,200.00 | \$222,831.18 | \$0.00 | \$368.82 | 0.17 % |
| MARKETING COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$4,200.00 | \$0.00 | \$4,200.00 | \$5,579.78 | \$0.00 | (\$1,379.78) | -32.85 % |
| 440100 | Printing/Copying/Reports | \$20,300.00 | \$0.00 | \$20,300.00 | \$13,274.06 | \$1,000.00 | \$6,025.94 | 29.68 % |
| 440200 | Newspaper Notices/Advertising | \$41,000.00 | \$10,000.00 | \$51,000.00 | \$53,678.50 | \$150.00 | (\$2,828.50) | -5.55 % |
| 443570 | County Fair Services | \$12,000.00 | \$0.00 | \$12,000.00 | \$10,692.34 | \$0.00 | \$1,307.66 | 10.90 % |
| 445300 | Travel Expense (445300) | \$1,500.00 | \$0.00 | \$1,500.00 | \$2,875.56 | \$0.00 | (\$1,375.56) | -91.70 % |
| 445500 | Catered Meal Services | \$2,900.00 | \$0.00 | \$2,900.00 | \$1,592.95 | \$0.00 | \$1,307.05 | 45.07 % |
| 447850 | Fair Awards (447850) | \$3,200.00 | \$0.00 | \$3,200.00 | \$2,224.83 | \$0.00 | \$975.17 | 30.47 % |
| MARKETING COMMITTEE TOTAL | | | | | | | | |
| | | | | \$95,100.00 | \$89,918.02 | \$1,150.00 | \$4,031.98 | 4.24 % |
| ENTERTAINMENT COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$15,000.00 | \$0.00 | \$15,000.00 | \$7,183.02 | \$0.00 | \$7,816.98 | 52.11 % |
| 443570 | County Fair Services | \$60,300.00 | \$210,000.00 | \$270,300.00 | \$253,873.48 | \$0.00 | \$16,426.52 | 6.08 % |
| ENTERTAINMENT COMMITTEE TOTAL | | | | | | | | |
| | | | | \$285,300.00 | \$261,056.50 | \$0.00 | \$24,243.50 | 8.50 % |
| RODEO COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$6,500.00 | \$0.00 | \$6,500.00 | \$10,425.77 | \$0.00 | (\$3,925.77) | -60.40 % |

55250 - Fair 2024 Operating Budget Fairboard Summary

| Line Item, Subledger | Description | Approved Base Budget | Amended Budget | 2024 Actual Budget | YTD Expenditures | YTD Anticipated | Remaining | % Remaining |
|---|--------------------------|-----------------------|---------------------|-----------------------|-----------------------|--------------------|----------------------|-----------------|
| 443570 | County Fair Services | \$85,000.00 | \$38,000.00 | \$123,000.00 | \$120,924.30 | \$0.00 | \$2,075.70 | 1.69 % |
| 444300 | Equipment Rental | \$21,500.00 | \$0.00 | \$21,500.00 | \$19,552.12 | \$0.00 | \$1,947.88 | 9.06 % |
| 445300 | Travel Expense (445300) | \$3,500.00 | \$0.00 | \$3,500.00 | \$185.00 | \$0.00 | \$3,315.00 | 94.71 % |
| 445500 | Catered Meal Services | \$5,500.00 | \$0.00 | \$5,500.00 | \$8,331.43 | \$0.00 | (\$2,831.43) | -51.48 % |
| 447400 | Judges | \$3,500.00 | \$0.00 | \$3,500.00 | \$3,900.00 | \$0.00 | (\$400.00) | -11.43 % |
| 447850 | Fair Awards (447850) | \$84,500.00 | \$50,000.00 | \$134,500.00 | \$136,000.00 | \$0.00 | (\$1,500.00) | -1.12 % |
| RODEO COMMITTEE TOTAL | | | | \$298,000.00 | \$299,318.62 | \$0.00 | (\$1,318.62) | -0.44 % |
| GUEST SERVICES COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$2,000.00 | \$0.00 | \$2,000.00 | \$6,012.46 | \$0.00 | (\$4,012.46) | -200.62 % |
| 433500 | Uniforms | \$3,500.00 | \$0.00 | \$3,500.00 | \$9,003.91 | \$0.00 | (\$5,503.91) | -157.25 % |
| 443570 | County Fair Services | \$10,000.00 | \$0.00 | \$10,000.00 | \$133.75 | \$0.00 | \$9,866.25 | 98.66 % |
| GUEST SERVICES COMMITTEE TOTAL | | | | \$15,500.00 | \$15,150.12 | \$0.00 | \$349.88 | 2.26 % |
| LIVESTOCK SALE COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$7,000.00 | \$0.00 | \$7,000.00 | \$8,129.62 | \$0.00 | (\$1,129.62) | -16.14 % |
| 440100 | Printing/Copying/Reports | \$1,000.00 | \$0.00 | \$1,000.00 | \$3,108.32 | \$0.00 | (\$2,108.32) | -210.83 % |
| 443570 | County Fair Services | \$2,500.00 | \$0.00 | \$2,500.00 | \$4,616.68 | \$325.00 | (\$2,441.68) | -97.67 % |
| 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 | \$231.42 | \$8,000.00 | (\$1,231.42) | -17.59 % |
| 438500 | C.A. Computer - Related | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | #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 | \$16,086.04 | \$8,325.00 | \$2,888.96 | 10.58 % |
| SHOW MANAGEMENT COMMITTEE | | | | | | | | |
| 433400 | Operating Supplies | \$7,000.00 | \$0.00 | \$7,000.00 | \$4,918.33 | \$0.00 | \$2,081.67 | 29.74 % |
| 443570 | County Fair Services | \$1,200.00 | \$5,000.00 | \$6,200.00 | \$11,239.63 | \$0.00 | (\$5,039.63) | -81.28 % |
| 445500 | Catered Meal Services | \$2,000.00 | \$0.00 | \$2,000.00 | \$2,787.40 | \$0.00 | (\$787.40) | -39.37 % |
| 447400 | Judges | \$18,400.00 | \$0.00 | \$18,400.00 | \$11,015.05 | \$100.00 | \$7,284.95 | 39.59 % |
| 447850 | Fair Awards (447850) | \$27,720.00 | \$0.00 | \$27,720.00 | \$26,300.31 | \$8,982.00 | (\$7,562.31) | -27.28 % |
| 474800 | Capital Asset | \$0.00 | \$0.00 | \$39,121.00 | \$23,511.90 | \$3,351.60 | \$12,257.50 | 31.33 % |
| SHOW MANAGEMENT COMMITTEE TOTAL | | | | \$100,441.00 | \$79,772.62 | \$12,433.60 | \$8,234.78 | 8.20 % |
| REVENUE | | (\$896,800.00) | \$0.00 | (\$896,800.00) | (\$993,027.27) | \$0.00 | \$96,227.27 | -10.73 % |
| FIXED CHARGES (Personnel) | | \$183,446.00 | \$0.00 | \$183,446.00 | \$176,313.11 | \$0.00 | \$7,132.89 | 3.89 % |
| OPERATING BUDGET | | \$622,720.00 | \$383,000.00 | \$1,044,841.00 | \$984,133.10 | \$21,908.60 | \$38,799.30 | 3.71 % |
| TOTAL PERSONNEL-/OPERATIONS | | \$806,166.00 | \$383,000.00 | \$1,228,287.00 | \$1,160,446.21 | \$21,908.60 | \$45,932.19 | 3.74 % |
| GRAND TOTAL FOR 55250 (PERSONNEL+OPERATIONS - REVENUE) | | \$806,166.00 | \$383,000.00 | \$1,228,287.00 | \$1,160,446.21 | \$21,908.60 | (\$50,295.08) | -4.09 % |



DOUGLAS COUNTY FAIR BOARD- EXECUTIVE COMMITTEE MEETING

THURSDAY, NOVEMBER 14, 2024, AT 6:00 PM

KIRK HALL

MINUTES

Attendance: Dean Elliott, Zach Burns, Teresa Kutt, Michelle Mannes, Tori Thelen, Sarah Fischer, Wesley Jacobs, Debbie Mills, Rob Tkach, John Adams, Lora Talbert, Gary Turner, Scott McHenry, and Phil Riesselman.

Presentation by Scott McHenry- Scott presented three conceptual ideas for the 2025 Fair & Rodeo. The first idea was a Douglas County Open Class Livestock Show. Scott discussed the importance of involving regular residents the opportunity to showcase their animals. Rob likes the idea but feels Show Management will not have the bandwidth to assist in the coordination. Scott agreed that the show would need to be ran by a separate entity. There are logistic obstacles that would need to be ironed out. The second idea was a Hometown Kids Rodeo. Scott felt the Hometown would benefit from being split into Kids and 18+. Scott would love to see steer riding added to kid's rodeo events. John said the day with Mutton Bustin, Royalty and Hometown is full leaving no wiggle room to accommodate a separate kids rodeo. The third idea is to bring back a Draft Horse Show. Scott said the show would be a magnet for families and there is a need to have more animals on the grounds the first weekend. Zach discussed the potential move of the Exceptional Rodeo to Wednesday opening the Outdoor Arena as an option for the Draft Horse Show. Zach asked about the potential of moving Hometown Rodeo to the weekend before Fair & Rodeo. The committee will continue to consider and discuss the evolution of the recommended events for future Fair & Rodeo's.

Update on Awards-4H Discussion- Dean updated the committee on the Reserve Champion buckles suggestion recommended by Tristan's family. The Youth Council voted against adding Reserve Champion buckles (6-1). The Youth Council feels that the additional buckles would diminish the value of the Grand Champion. The Youth Council would like to consider new award items and want to recognize the Reserve Champion with a valuable award.

Gate Strategy and Rodeo Ticket Prices- Zach discussed some operational tweaks for 2025 the Fair & Rodeo. Zach said there was feedback from vendors to remain open later on closing day. The recommended close time is 6 pm. Zach discussed that the ticket data supports a later arrival time for most attendees on Sunday and the goal is to have families stay longer to spend money and experience more of what the fair has to offer. The impact of a later closure would be a greater need of staff to help manage the open class/4H project release at 5 pm as well as at the barns for animal release. Phil and Wes requested the barns be closed to the public at 4 pm versus 3:30 pm. Closing at 3:30 pm created challenges in 2024. Staff would extend Denver Metro's schedule as well as pipe and drape the hall to allow for vendors to remain open later. Zach recommended that the Events Center main entrance be closed and to use the side entrance near the Kids Corral as the main entrance. Closing the front Events Center doors will reduce wasting resources. Data collected from 2024 resulted in only 5% of attendees using the main entrance the second weekend. Wes recommended directional signage with the change. Phil questioned the new entrance and said historically the doors have been open to encourage attendees to visit the exhibit displays and open class. Tim discussed the bottleneaking and that the entrance is too small to support entry and emergency egress for 60,000 attendees. Tim said the the future of the fairgrounds will allow for natural flow through the Events Center. The committee recommended to utilize the new sidedoor entrance both weekends. Zach suggested to the committee to charge a \$5 or \$6 grounds admission fee for everyday except closing day, Phillip Miller Family Free Day. The daily admission fee would result in a minimum of \$20,000 in additional revenue. The ticket data collected from the daily fee would be hugely beneficial and will help identify volunteer needs. Zach is hopeful the ticket change recommendation will allow staff to collect data to help market the Fair & Rodeo and collect additional demographics as well as real time attendance data. John asked if there is current data showing when attendees leave the fair and Zach confirmed that there is no data for attendees departing. Gary asked if the daily general admission fee will keep attendees from attending. Lastly, Zach recommended to eliminate the tiered pricing for the PRCA performances and have one tier of \$35 for all rodeos with the exception of Sunday. Sunday is recommended to be \$25 to align with the family free day vision. The committee recommends the new rodeo ticket structure for 2025. Zach said the new structure will offer consistency to ticket holders and increase in revenue to support the higher cost of rodeo vendors.

Sponsorship Consultant- Zach introduced the Sponsorship Course by The Collective. The course was inspired by his and Debbie's visit to Reno. The course will be open to anyone who wants to participate and will evaluate our current process. Tim said the course will have no monetary impact on the budget. Zach said Sponsorship is a great opportunity to continue to bring in revenue and growth. The course will begin in February.

Update on Master Plan- Tim shared an update on the Master Plan. He shared that he has received 3D renderings of the Fairgrounds. He will share the renderings via email soon.

Staff will review the renderings and solicit feedback. The renderings include a 5-story parking garage and a bridge to Downtown Castle Rock near Perry St. Tim shared the vision for a Hero's Hall Community Building. The building would serve as a Veteran's group building with its own parking. The MOU will include black out dates during the Fair & Rodeo and will offer additional parking for attendees. The location of the building is undecided. The renderings will be presented to the BOCC. The renderings offer a vision for versatile events and could help with community buy-in. The Outdoor Arena is shown to seat 6,000 and has sharp corners. Tim confirmed with John that the arena should be oval and have rounded corners for the rodeo. The rendering show the arena being utilized for a rodeo, concert, and a sports event. Rob asked if there would be impact on the Fair & Rodeo with turn over of the Arena. Tim said that the Fair & Rodeo is priority and there would be no impact. Dean said there will be no impact to the 2025 Fair & Rodeo. Tim said the BOCC hopes to have shovels in the dirt by 2026.

Action Plan Status and Work Plan Review- Action Plan Status and Work Plan Review- Dean asked the Admin Committee if they have received any work plans. As of now, they have not. The committee is working on current plans and will email by the due date of November 21.

Holiday Party- Lora discussed the upcoming holiday party on Thursday, December 19. She said Santa will have an appearance and there will be a gift exchange. \$20 is the gift maximum recommended. O'Briens will cater the dinner. Lora asked all attending to bring a dessert or cookie to share. The RSVP will be emailed soon.

Other- John notified the committee that Rodeo Committee volunteer, Garrett Northrup, was involved in a bad car accident. Garrett is currently paralyzed. John had little information but received a brief text from Garrett's phone. His mom will continue to update John. John asked for well wishes for his family. John hopes to visit Garrett in the coming weeks.

Next Meeting - January 9, 2025

Adjourn at 7:25 pm.



DOUGLAS COUNTY FAIR BOARD- ENTERTAINMENT COMMITTEE MEETING

WEDNESDAY, NOVEMBER 13, 2024, AT 5:00 PM

ADMINISTRATIVE CONFERENCE ROOM

MINUTES

Meeting:

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

Tom Harris Presentation- Tom presented a creative activation to the committee. Tom introduced the committee to the non-profit, Harmony Equine Center. Tom said they would love to be involved with the Fair & Rodeo and are flexible with size and dates/location. Tom suggested animal's demonstrations, education, and public awareness of their cause. The committee discussed perspective spaces for the activation. The Pavilion, Warm Up Arena, and Outdoor Arena were suggested as possible locations. The Harmony Equine Center is a rehabilitation and adoption facility west of Franktown. Tom has a potential sponsor willing to support their involvement at the 2025 Fair & Rodeo. The committee will continue to work through logistics and bring the idea to the Executive Committee.

2024 Entertainment Review- The committee discussed their review of the 2024 entertainers and food vendors. Lisa liked the kids corral and what it offered families. The committee agreed that Kirk Hall and the Kids Corral were well received. The committee agreed that the juggler, and wacky Chad were not worth the investment to return in 2025. The committee discussed reallocated walk around entertainment funds to expanding the Kids Corral. Sarah suggested there be a stilt walker for walk around as well as a balloon artist in the Kids Corral. Lisa offered a petting zoo contact. Chris suggested a RC car event or a kid's tractor pull to consider for 2025. The committee agreed that the 12% sales commission and the required two weekends for food vendors will remain in effect. The committee would like to have the Jeff Alan Band return for a larger show and discussed having them for the Hometown Rodeo. Tori notified the committee that staff is looking into install shade sails above the midway stage benches to offer guests a better experience watching midday bands in the heat. Lisa suggested relocating Funnelicious due to the stands dropping items in their fryers. Staff will look into permanent options, like netting, for below the stands. Funnelicious requires high power for their fryers and can not relocate easily. Sarah said Farm to Table went well and recommends it being a all hands-on deck approach with Fair Board for set up and tear down.

Concert Update- Zach received 60% survey responses for the 2025 concert artist list. He discussed that the results overwhelmingly preferred either red dirt or 90's country. The next step will be to present the results and options to the BOCC. The committee discussed the platform stage and how it was a hard venue to project ticket sales for. The elevated stage makes it hard to have an intimate and personable concert experience. Chris recommended a VIP stage within the outdoor arena. Zach will use data from tickets sales to support future changes on ticket pricing and the investment into the talent for future concerts. Chris asked if the stage would change in the master plan and Zach said if it was up to staff, the stage would be removed and a custom stage would be built on the arena floor for future concerts. No plans have been finalized at this time.

Plan of Work- Sarah presented the 2025 work plan for discussion. The committee discussed the goals of the committee. The 2025 goals are to expand the Kids Corral, to complete the full entertainment schedule by May, to identify volunteers needs earlier, a successful Farm to Table sell out, and to expand the agricultural experience for attendees. Sarah will finalize the work plan and email to the committee members for their review. Lisa asked about the 2025 budget. Zach confirmed that the BOCC will review and approve the budget after the first of the year but does not anticipate any big changes within the entertainment budget.

Moving Meeting- The committee agreed to meet prior to the Executive meeting moving forward. Effective January 2025, the Entertainment Committee will meet on the 2nd Thursday at 5 pm.

Next Meeting – Thursday, January 9



DOUGLAS COUNTY FAIR BOARD- LIVESTOCK SALE COMMITTEE MEETING

WEDNESDAY, NOVEMBER 6, 2024, AT 6:30 PM

VIRTUAL

MINUTES

Meeting:

Attendance: Phil Riesselman, Nick Candelaria, Wes Jacobs, Debbie Mills, Cindy Duckworth, Sarah Fischer, Caitlin Gappa, Pat Candelaria, Scott Candelaria, Zach Burns, Ted Sorenson, Lori Sorenson, Michelle Mannes, Rob Tkach, James Jamison.

Visitors

Sponsorship – Debbie addressed the Committee to discuss the Sponsorship Committee’s initiative to make all sponsorship agreements consistent. She also encouraged the committee to think of other sponsorship opportunities available for the Livestock Sale.

Fair Foundation – Cindy gave the committee a rundown outstanding invoice from the sale totaling \$3,168.00. The Fair Foundation would like to revisit using the Stripe payment system through Fair Entry. There was an issue in the past with setting up the account, so PayPal was used again for 2024. A discussion was had about adding additional language to bidder information regarding the timeliness for payment and the impact it has on the kids getting their checks. Fair Foundation will work on a flyer or brochure to educate buyers on the process for payment and bring that to a future meeting. After that flyer is done, Michelle will work on getting it on the Fair website.

Budget

2025 – Michelle reviewed the 2025 budget which looks very similar to 2024, with a little extra being added for inflation and the cost of the tent.

6% Commission – The Committee briefly discussed how the 6% commission is used to pay for sale expenses and if that needed to change in the future. No decisions were made.

Plan of Work – Phil and Rob have been and will continue to work on the plan of work for 2025.

Volunteer Appreciation – The Committee discussed different options for volunteer appreciation including pins or lanyards. They also discussed talking with Pam and those that put together the Souvenir Program to possibly do a highlight story on volunteers from different committees. Phil asked the Committee to think on ideas and bring them to a future Committee meeting.

Competition Rules Updates – Rob and Wes worked hard on updating the rules from the last committee meeting. The Committee reviewed wording regarding buyer payments and exhibitor checks and thank you notes. The Committee also discussed rules regarding animals leaving the grounds for State Fair. Rob let everyone know that Show Management had made changes in a different section than the sale regarding this and it would be a good idea to meet with Hayden to ensure all sections of the rules are consistent in their messaging.

Bid For Catering – Michelle put together a template for an RFP for catering this year. She will send that over to Wes for review after the meeting.

Check-Off Fees – Michelle clarified with the Committee that they would be covering check-off fees for the current year with the potential of buyers and exhibitors covering it in the future. The Committee agreed and will discuss future years at a later meeting.

Other Business – The next meeting will be at El Cerritto on December 4. Everyone is welcome and can bring their spouse. It will be an end of year celebration with the Committee.

Next Meeting – December 4 – El Cerritto



DOUGLAS COUNTY FAIR BOARD- ADMIN COMMITTEE

THURSDAY, NOVEMBER 14, 2024 AT 5:15 PM

FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM

MINUTES

Attendees: Pam, Lora, Pat S. and Teresa

Review of Work Plan

Shirts and name badges: The online order form for shirts will be ready by February 2025. The rodeo committee will have a separate order form with Wrangler shirts only. Name badges will be ordered in May. The committee is continuing to look for a short-sleeve option.

Workday: The committee recommends increasing the quantity of burritos to 300.

Holiday Party: Planning continues for the 2024 Holiday Party. O'Briens will cater. Pat is leading décor. Pam is responsible for the music and invite. Everyone should bring a wrapped gift of no more than \$20 in value and a dessert. Pam will discuss with Dean the party's official start time following the abbreviated December Fair Board meeting.

History: The committee discussed the materials that should be archived, including administrative files, official board guidelines, competition rules, etc. The committee also discussed a history display during the Fair, with more discussion needed on location, content, and logistics. Teresa will discuss technology storage options for the archive with Zach and county IT.

On-Boarding New Fair Board Members: The committee discussed the onboarding process and the timing of orientations. To encourage attendance, orientations are recommended to coincide with scheduled Fair Board meetings. The content of the orientations will be reviewed in the future.

Community Impact: Teresa will discuss with Zach to clarify the committee's role.

Award Submission Process: Teresa clarified that the committee would coordinate DCF&R submissions to external award competitions with organizations like the International Fairs and Expositions (IAFE) annual awards program. In the spring, the committee will review award categories and identify which categories DCF&R will enter, then work with committees to collect the information for the entry forms, which are typically due October 1 each year.

Holiday Greetings Communications: Pam will work with the Marketing Committee to coordinate communication with various stakeholders.

Next Meeting: January 9 at 5:15 PM



DOUGLAS COUNTY FAIR BOARD- AWARDS COMMITTEE MEETING

THURSDAY, OCTOBER 17, 2024 AT 6:00 PM

FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM

MINUTES

Meeting

Attendance: Sarah Fischer, Michelle Mannes, Nick Candelaria, Dean Elliott.

Awards Presented to the 4-H Youth Council—Pat provided a list of awards for the 4-H Youth Council to review at their October meeting. The Youth Council will return the lists to their clubs and bring recommendations to the Awards Committee in November.

Buckle Designs – The committee reviewed buckle designs for the 2025 Fair. A list of things the committee wants to see was created. Michelle will send this list to the buckle company to ask for mock-ups.

Review Award Committee Activities – The committee reviewed their activities for the year to help create their work plan.

Add Sponsors to the Website—Michelle will create a webpage listing all award sponsors for 2025.

Fair Foundation – Award Software – Pat is working with the Fair Foundation to purchase new software that will allow award sponsors to easily pay for their invoices and select new awards to sponsor. The committee should have an update on this at the November meeting.

Committee Chair – The Committee unanimously recommends Pat Candelaria as the chair of the Awards Committee for 2025.

Next Meeting:

November 21, 2024



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

TUESDAY, NOVEMBER 12, 2024, 5:00 PM

FAIRGROUNDS ADMINISTRATIVE CONFERENCE ROOM

MINUTES

Attendees: Debbie, Jennifer, Pam, Pat S., Tom, Scott, Teresa, and Zach

2025 Poster

Teresa provided an update on securing a freelance artist to create the 2025 Douglas County Fair & Rodeo poster. The artist, Kristie Lyn Studios, will work within our scope of work and provide two concepts in pencil that will be fine-tuned prior to beginning the watercolor process. The estimate for the work is \$3000. The DCF&R will own the rights to the work and receive the original watercolor artwork. There was discussion to increase the size of the poster to 18x24 and resize it to 11x17 when needed. The due date for completion is February 28, 2025. Zach and Teresa will work on getting a contract executed.

Ticket Sales Timeline

Zach presented an idea to allow past rodeo ticket holders to gain early access to ticket sales for 2025. Timing of this campaign would depend upon the Commissioner's input and pricing for 2025. The committee recommends launching campaign on Valentine's Day and avoid the holidays.

The committee also discussed the spring launch of all ticket sales and agreed that a rollout approach would be best, with all tickets available for sale at the 100-day mark of April 16, 2025. Depending upon the selection of the concert entertainer, the rollout would include April 1: Rodeo Tickets; April 8: Concert; April 16: All tickets. The committee also recommends a Farm-to-Table campaign for Mother's Day and Rodeo ticket campaign to align with Father's Day.

Bulk Ticket Discounts

The committee recommends maintaining the existing discounts given for bulk ticket orders: 20+ Tickets = 10% discount and 100+ tickets = 15% discount. Debbie suggests we promote bulk order discounts more intentionally with sponsors. The process for ordering bulk tickets will remain with Sharon.

Other Business

The needs for the Starlighting were discussed. Teresa has reordered lip balm and will restock stickers. Jennifer suggests getting more tattoos too.

Program: Pam asked about using Versatility for the program layout. The expense for layout is around \$5000. The committee recommends we continue to use Versatility. Scott suggests new articles for the program to include highlighting volunteers, committees and/or programs. Pam will kick off content requests for the 2025 program in January and is seeking contributors.

Business cards will be completed this week and sent to print in time for NFR and National Western Stock Show.

Teresa asked for clarity on the preferred URL that is used on promotional items. The fair has three URLs: DouglasCountyFairAndRodeo.com, DCFairAndRodeo.com and FairAndRodeoFun.com. The committee recommends that DouglasCountyFairAndRodeo.com be used to exclusively on promotional materials. The committee feels it is best for branding of our fair and rodeo.

Next meeting: February 10, 2025, at 5 PM