

**Teton County Fair Board**  
**Special Meeting Minutes**  
**Fair Office – 305 W. Snow King Ave**  
**Wednesday February 20<sup>th</sup>, 2019 @ 11AM - 1PM**  
***\*Please leave your cell phones at the front desk. \****

Mission: The mission of the TCFB is to produce an exceptional fair and administer the year round use of the fairgrounds while promoting the western heritage; uniting urban and rural communities in celebration.

Vision: The TCFB's vision is to actively engage in the pursuit and promotion of our rural and agricultural heritage, from neighborhood back yards to family farms and local businesses.

- I. Call to Order 11:09AM
- II. Roll Call/Pronouncement of a Quorum  
Present: Emily, Matt, Gary, Thomas  
Late: Marybeth (11:28AM)  
Absent: Amy, Peter
- III. Public Comment  
Mary Martin & Amy Wilson from 4-H.  
4-H is requesting \$25,000 from the Fair Board; handout showing \$24,780 for FY20. Judges (18 total) cost a lot because they travel; important to use judges from out of area so they don't know the kids. 4-H solicits sponsors for trophies so the budget only shows the expenditures, not the revenue collected. In terms of wood shavings, 4-H used a lot more in 2018 than they anticipated, 180 bags. More bags were needed in the sale ring than Amy thought. Each kid gets their 1<sup>st</sup> bag for free and pays for all additional bags. Shavings revenue collected does not go to the County and the 4-H Council collects the money. Amy estimates shavings cost \$10/bag.

Fair submits their recommendation and Alyssa creates the recommended column in the budget.

Thomas asks why the 4-H budget changed from \$21,500 to \$24,780 within a week. 4-H would like to send 10 kids to State Fair in 2019.

Mary asks Rachel who is responsible for booking 4H judges hotel rooms? 4-H arranges their own judges and Rachel says the Fair Office can book rooms but an Excel spread sheet of names and dates of hotel stays would be very helpful. Mary says 4-H can provide that.

- IV. New Business
  - a. FY2020 Budget Workshop - Revenues  
Fair Ticket Sales \$215,000  
5-year average \$207,000, rounded up; ticket sales decreased \$16,000 last year from 2017; Matt suggests \$200,000 instead of \$215,000. Fair board discusses family passes, excluding Figure 8 races, to bring in more people. Alyssa says that revenues should be as accurate as possible and that a 5-year average is a good indication of what we've actually collected in past years. She also speaks to the \$100,000 difference in expenditures and revenues that the previous Board of County Commissioners prefers to see with the Fair.

Marybeth motions to keep tickets sales revenue at \$215,000. Gary seconds the motion. All in favor, some discussion: Matt thinks these revenues will be lower if we offer a family pass; need to set pricing so that family pass is a lower price but more people will spend money on food and beer.

Sponsorships \$30,000

Axis will sponsor Ninja at \$3,500. \$30,000 in sponsorships is doable.

Fair Fees \$24,500

Should we budget \$24,000? Roughly the average over 5 years. No increase in entry fees but have changed horse show entries for Team Sorting & Team Branding. Possibly collect more this year because of it.

Fair Rental Booths, \$11,000

Charging more for power this year, but not necessarily for space.

48 spots at last year's fair – lost 10 or so spots that we never collected money on due to vendors not specifying the exact size spaces they needed prior to arriving. They were asked to come pay at the Fair Office but they may or may not have.

Fair Parking \$9000

5-year average is close.

Fair Other \$0

Don't know what this is. Don't budget for it if we don't know.

Fair Concessions \$35,500

Percentage from Wilsons from Fair Rodeo Concessions and beer sales.

MaryBeth motions to keep Fair Ticket Sales at \$215,000, Fair Sponsorships at 30,000, Fair Fees at \$24,500, Fair Rental Booths at \$11,000, Fair Parking at \$9,000, change Fair Other to \$0, and increase Fair Concessions to \$35,500 for total revenues of \$325,500. Thomas seconds the motion. All in favor, no discussion.

#### b. FY2020 Budget Workshop - Expenses

Advertising

Emily suggests increasing print. She also says a good rule of thumb is to spend 7-8% of gross revenue on marketing \$22,750, this would include all outlets and the entire advertising budget. We should spend more on social media?

Thomas motions to increase advertising line item to \$26,000. Matt seconds the motion. All in favor, some discussion: break the total down later.

Fair Events & Shows

Big Top/Strolling Attractions \$36,000 incl. Free Attractions, Local Performers

Horse Show \$500

Concert increase to \$35,000 incl. Main Act, JH Live, Hughes, & Opening Band

Pig Wrestling increase to \$5000

Ninja, contract already signed at \$18,800

Rodeo increase to \$20,000

Figure 8s \$1150 incl. air horns, flags, clickers, filming, etc.

Beer increase to \$20,000

Frazier \$9000

DJ/Emcee \$2700

Cash Boxes \$2100

Marybeth motions to update the Fair Events & Shows budget to \$150,250. Gary seconds the motion. All in favor, no discussion.

#### Fair Contracts & Services

Macy's increase to \$8000  
Hughes Productions increase to \$8250  
Canvas Unlimited – increase by \$1000 to rent stage, total of \$9000  
EMT's \$3150  
High Country Linen \$5000  
Construction increase to \$65,000  
Electrical increase to \$21,000  
Cleaning \$24,000  
Parking \$10,000  
Photographer \$3000  
Security increase to \$22,800  
Recycling \$1100  
Trash increase to \$16,000  
Showworks \$500  
Cattle – \$36/head x 60 head = \$3250

Marybeth motions to update the Fair Contracts & Services budget to \$200,050. Gary seconds the motion. All in favor, no discussion.

#### Judges

Horse show \$4000  
Dog Show in Fair, collect their entry fees so they should pay the expenses  
Exhibit Hall \$1650  
Big Top Events – elected officials judge for free  
(NO CHANGES)

#### Ribbons & Awards

Pig Wrestling \$200 includes trophies  
Buckles \$4,000  
Figure 8s \$300  
Horse Show \$7000  
Big Top Tent \$500  
Exhibit Hall \$1000  
Miscellaneous \$1000  
(NO CHANGES)

Lions club breakfast – have more for volunteers

#### Volunteers

Fair Board Meals \$2,000 (12 meetings x 100 = 1200 + 8 special x 100 = 800 = \$2000)  
Committee Meals \$500 (10 meetings x \$50 = \$500)  
Fair Board Uniform \$675 (9 members x \$75 = 675)  
Volunteers increase to \$5000  
Lion's Club Breakfast increase by \$2000

Marybeth motions to update the Fair Volunteers budget to \$10,175. Gary seconds the motion. All in favor, no discussion.

#### 4-H

Emily motions to update 4-H's budget request to \$25,000. Marybeth seconds the motion. All in favor, some discussion: increased from \$21,500 to \$24,780 within a week.

#### Premiums

Emily says higher payouts attract more talent. Rachel asks the Fair Board if they want to keep doing the talent contest? Gary says there's no more talent contest either.

Marybeth motions for the Fair Premium budget to increase at \$36,500. Gary seconds the motion

All in favor, no discussion.

#### Maintenance

Picnic table maintenance, Exhibit Hall and Big Top props etc. No more stage or vendor booth maintenance.

Marybeth motions to keep the Fair Maintenance budget at \$1250. Gary seconds the motion.

All in favor, no discussion.

#### Supplies

Night event programs, parking passes, lanyards, decorations etc.

Marybeth motions to keep the Fair Supplies budget at \$5800. Gary seconds the motion.

All in favor, no discussion.

#### Fair Permits & Insurance

Marybeth motions to keep the Fair Other budget at \$3500. ? seconds the motion. All in favor, no discussion.

#### Fair Other

Lodging & mileage for judges

(NO CHANGES)

#### Royalty Budget

(NO CHANGES)

#### Scholarship

(NO CHANGES)

#### V. Adjourn

Marybeth motions to adjourn the meeting at 1:02pm. Gary seconds the motion. All in favor, no discussion.