



**Teton County Fair Board  
Regular Meeting Minutes  
Fair Office – 305 W. Snow King Ave  
Monday May 13<sup>th</sup>, 2019 @ 5:30PM**

***\*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.

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|------|--|--------|
| I.   | Call to Order<br>Marybeth call to order at 5:30 PM<br>Thomas, Amy, Gary, Matt, Marybeth, Emily, Peter present<br>Also present: Arne, Sarah Mann, Rachel, Hadley, Alyssa  | 30 sec |
| II.  | Adopt Agenda<br>Matt motions to adopt agenda, Amy seconds, all in favor  | 30 sec |
| III. | Roll Call/Pronouncement of a Quorum  | 1 min  |
| IV.  | Approval of April 8th & 18th Meeting Minutes<br>Amy makes motion to approve, Matt seconds, all in favor  | 1 min  |
| V.   | Public Comment<br>Pete from Elks Lodge<br>Marybeth spoke with him and offered the Elks 25% of sales plus tips from beer garden sales, which was agreeable to the Elks. Fair will provide security, Elks club will check IDs, as all members participating will be TIPS trained. Elks agreed to pour beer from 12:00 PM – 7:00 PM Thursday – Sunday (July 25 – July 28). Could possibly get Elks TIPS trained by holding a meeting for them to get them certified. It is part of the malt beverage permit that all individuals serving alcohol will be TIPS trained. Pete will work on getting free TIPS training set up and Fair Board will help set it up if necessary. | 5 min  |

**ACTION ITEMS**

- |     |   |       |
|-----|---|-------|
| VI. | New Business  |       |
| a.  | Fair Concession Contract<br>WW Productions has until May 15 to counteroffer concessionaire agreement. Representative from J Lazy A (who contracts out concession booths during JH Rodeos) was asked to have a proposal today (May 13), but have not received one yet. They ultimately have until Wednesday to send in a proposal for running the concession booths for night events at the Fair. If WW Productions and/or J Lazy A do not submit a proposal, the Fair Board will need to decide on another option for food in the rodeo arena for night events. If nothing heard by the 15 <sup>th</sup> will move forward with finding food trucks for the rodeo arena.  | 8 min |
| b.  | Ninja Course Format<br>Matt motions to do side-by-side racing, double elimination, Marybeth seconds<br>Discussion: The course options were given to us from Ninja Nation, so they will know how to run the course. Amy thinks side by side is great for adults, maybe not for kids. Mat points out that using double elimination would require 19 runs to get through to the end, which would take about 2 hours for all contestants to run the course. Also, the "Loser" bracket allows for a second chance, which might cause more people to stay and watch the event. Allows announcers to have more fun and there would be more material for them if competitors are running against each other. Side by Side racing additionally allows for twice as many competitors to enter (will have 20 in each division instead of 10), which will increase revenue and the pot they win. It will also make the JH Ninja Warrior event last longer.<br>All in favor. | 8 min |

- c. Advertising Budget 15 min
- Michelle recommended we make all JH daily and news and guide the same size (half page vertical). This will add to the cohesive look that has been created this year. Readers will also get used to seeing the Fair ad and know where and what to look for. Matt mentions that there should be a budget for social media — Instagram, Facebook, etc. Should have a budget of \$500 - \$1,000 for social media and can boost Fair content the week or so prior to Fair. Additionally, press releases can be created and sent out and papers can pick it up if they want. Sending announcements out to the Chamber Blast is another option for getting news about Fair out to the media. Fair Board asked for a budget of \$26,000 for advertising, staff asked for \$22,000 should know budget tomorrow (5/14). Advertising budget will include printing of Fair Book, distribution, and graphic design for next year's Fair Book – a total of about \$15,000 – that should not be spent on this year's Fair.
- Peter thinks we should not spend \$1,500 on radio but spend some of it on social media. Amy suggests that the July 20<sup>th</sup> ad in the Wrangler be eliminated, as it is too late. It should be taken into consideration that the Wrangler gives in-kind donation and only charges 50% for full page ad. Emily mentions that the Wrangler is important for getting horse show and rodeo contestants. Peter would like to see ¼ page for Exhibit form reminders. However, moving to ¼ will move away from the consistency that has been established in advertising. Rachel points out that the content of the JH Daily and News & Guide is flexible, the ads can be for whatever is most needed. Other options include doing a smaller radio package than \$1,500 suggested and instead spend extra money on social media to increase followers and/or do more advertising in the daily and less in the weekly.
- Emily makes a motion to spend \$1,000 on radio. Cut one of the \$275 newspaper ads and add that to social media, Marybeth seconds
- Discussion: Amy mentions that the July 20<sup>th</sup> Wrangler ad will be too late to draw in contestants. Rachel mentions there is an option to run 2 ads in June and 1 in July and cut Memorial Day ad and 6/27 in the daily and move ads closer to Fair
- Emily makes an amended motion to spend \$1,000 with JH radio, remove Memorial Day ad and 6/27 ad and move wrangler ad to 6/4 instead of July 20, and move that money to spend on social media
- All in favor of the amended motion  
All in favor of the original motion
- Gary will be contact for Lion's and will contact them closer to tent up. Will let them know the plan after talking with Canvas unlimited

VII. Old Business

- a. Hughes Estimates for 2019 Fair Sound 5 min
- i. Fair Concert
- Staff and Peter were supposed to get a scope of work in order to bid out sound contract but were unable to accomplish that due to timing and being late into the fair season. Staff and board will try to meet with Hughes every day during Fair in order to build a scope of work. It is too close to Fair to try and find other bids – stay with Hughes. Might be able to eliminate one PA setup from the Hughes invoice, get rid of pavilion sound system Friday and Saturday? Will it just be swapped to somewhere else where will need it.
- Thomas moves that we accept the bid for \$8,000 for the kickoff concert.
- Matt seconds  
All in favor
- ii. Fair Week
- Thomas makes motion to accept bid at \$9,000 for fair week sound.
- Gary seconds  
All in favor

b. Vendors

3 min

i. Application Vetting Process after June 14th

What is the process to vet vendor applications? Is it on a first come, first served basis with a limit 2 of the same type vendor? Currently, the application states that there are no exclusives, but it is also at the Fair Board's discretion to decide who they want. There will need to be a special meeting to vet applications if it is decided that they will be vetted after the June 14 deadline. To date, 19 applications have been received and there are spots for roughly 35 vendors.

Gary makes a motion to accept every vendor that comes in and be up front with them about competition. Thomas seconds

Discussion: Peter says we will be doing ourselves a favor by being selective; might have to do a little extra work to recruit vendors we do want. Amy mentions that having an exceptional Fair means having exceptional vendors. Gary says that if we allow everyone in, then they will weed themselves out if there is too much competition.

Gary, Thomas, Matt in favor

Marybeth, Amy, Emily, Peter opposed

Marybeth motions that we accept the food vendors and other craft vendors (soap, knives, ponchos, etc) as they come in and limit the number of craft vendors (face painting, henna tattoos, and airbrush) to 2 total at the fair.

Discussion: Amy suggests the Fair Board waits until after the June 14 deadline to see what types of vendors come in. Gary asks why are we limiting the community?

In favor: Marybeth

Opposed: Emily, Amy, Peter, Thomas, Gary, Matt

Amy makes a motion to go with the staff recommendation of waiting until June 14 for all vendor applications to close and hold a special meeting on June 17 to review applications and discuss whether or not to limit what has come in.

Emily seconds

Discussion: Thomas suggests that there be a special committee

All in favor

c. 'Show & Go' Open Class Dog Show

2 min

i. Fair Board's commitments ie. Judge fee, mileage reimbursement 1-way & hotel stay

Matt motions to approve judge fee of \$200, one-night hotel stay, and mileage reimbursement at \$.58/mile.

Amy seconds

Discussion: Marybeth clarifies that this was not in the budget for this year. However, offering this keeps judge fees for the dog show in line with horse show judges. Group was told previously that they were on their own to run the dog show. Dog show collects their own entry fees and keeps their own profits. Last year, Fair Board paid for judge, mileage, and hotel stay.

All in favor

d. Opening Band for Fair Concert

10 min

Hughes estimate went up \$1,000 over last year, leaving no money in the budget for an opening band. Staff asked BCC to allow for \$1,000 - \$2,000 for an opening band. One option is Pixie and the Party Grass Boys - \$1,500 + 3 hotel rooms for 1 night. Other option: Tasha and the Goodfellas for \$500.

Peter spoke with Shannon telling him we were trying to bring our budget down, Peter wants to go with someone local for less money, and to bring in some local fans

Peter motions that we hire Tasha and the Goodfellas up to the amount of \$750.

Thomas seconds

Discussion: Amy wants to see if we can find someone cheaper. Marybeth mentions that this is time sensitive since we need to get them into the Fair Book for promotion. Fair Board needs to go with Shannan's recommendation since he is working with the hired headlining band and they want to have a say in who the opening band is.

All in favor

**DISCUSSION ITEMS**

VIII. YTD Budget 5 min  
Rachel will update budget and send it to the Fair Board tomorrow (May 14)

IX. Beer Garden/Vendor Layout/Big Top Tent 20 min  
Beer Garden will go where Lion's tent is after they are done with breakfast and Elks will put up fence once breakfast is done. JH Security will man the two entrances/exits for the Big Top Tent, Elks will man the entrance to beer garden to check IDs – Beer is allowed in all of the Big Top, just not out of the tent. Matt suggests a cooler of non-alcoholic drinks for kids. Other board members think kids should go to vendors – they can take food and non-alcoholic drinks everywhere. Suggested beers to have: Coors, Coors Lite and 2 craft beers that rotate as we run through kegs, spiked seltzers. \$4 for Coors, \$6 for others, and Mike's Hard Lemonade.

Big Top – The schedule is almost completely filled – just one slot left! To fill the last slot, bingo could be made 2 hours long on Thursday. Church has been earlier in the past; it is currently slotted for 12:00 – 2:00 on Sunday, which might be too late. Should it be moved to an earlier time or scrap it? Emily will talk to church guy and ask if the church choir/band wants to stay and play starting at 12:00. Church has been moved to 10:00 – 11:00. 12:00 – 1:00 and 1:00 – 2:00 are now two slots that need to be filled on Sunday. Marybeth will talk to Jeff Moran about Story Slam on Sunday. It's possible to fill any empty spots with lawn games. Amy and Marybeth have lawn games that they will bring.

X. Matters & Announcements from Board & Staff  
a. Fair Manager Report & Updates 3 min  
Rodeo is not in Showworks because it is traditionally done by phones. This year we are working on setting up online payments so all night events (except rodeo) will be online.

All ticket prices have been carried over from last year. Should there be family passes and/or night event tickets this year? Family package – \$100 for Pigs, Ninja, and Rodeo – for 2 adults, 2 kids (normally \$150). Price of kids rodeo tickets will be \$5 instead of \$15

Maybe look at how many judges we need – Matt will help.

Parks and Rec will super heavy water lawn after PBR and before fair and let grass grow long so that it might stand up better than it did last year

Special events close the barn for 3 day stretches, which means the fairground is losing out on equine regular user revenue. Changing the designation of the Heritage Arena from a U designation to an A designation would be a capital improvement project that would most likely cost well over \$100,000. The special events that are held in the arena roll the arena and it takes 2 weeks or more to get the ground back up to standard – it compromises the integrity of the ground.

- b. Subcommittee Reports/Fair Board Updates
- i. Marybeth 2 min  
No late entries day of show
  - ii. Emily 2 min
  - iii. Gary 2 min
  - iv. Peter 2 min
  - v. Matt 2 min
    - 1. Friends of Fair update  
Matt will join the Friends of Teton County Fair started by Ilene Wagner.
  - vi. Amy 2 min
  - vii. Thomas 2 min

XI. Other

- a. Night Events 4 min  
The Fair Board wants to lower the price of kids rodeo tickets from \$15 to \$5 and add a family pass for \$100 for 2 adults and 2 kids for Pig wrestling, ninja and rodeo.  
Emily motions that rodeo ticket for kids should be lowered to \$5, all other prices stay the same, and a family pass for \$100 for all night events except figure 8  
Thomas seconds  
Discussion: Amy wants Fair Rodeo adult ticket prices to be lower than JH Rodeo ticket price of \$21.  
Rachel mentions that Emily's motion cannot be voted on since it is not under action items  
Gary says we should not change price since it is the Fair rodeo and it is something special.  
Family pass = 2 adults, 2 kids \$100 night events excluding figure 8  
Night pass = individual for \$60 for all night events including figure 8  
Board recommends that this ticket pricing goes in the Fair Book
- b. Big Top Tent 4 min  
Move stage to east side, 2/3 down, figure out another entrance/exit  
JH security will have a guard on each entrance/exit and one guy roaming
- c. Vendors 4 min
- d. Royalty 4 min  
The queens have been registered for the Memorial Day parade, Deb Lutz would like a meeting with the Fair Board and she will let staff know which girls will be in the parade. Fair Board still has not heard anything from Lexi in regards to her contract and it is assumed she did not go to the Miss Wyoming Rodeo clinic. The Fair Board will not give her the money that was set aside for the Miss Wyoming Rodeo Clinic as she did not attend. If she does not sign her contract, the Board will not give her the money she was awarded.
- e. 4-H Pre-Fair Clean Up Day 4 min  
Glenn and Amy at 4-H want a couple of date options. Fence around grassy needs to go up July 8, 9, 10 – have cleanup and put fence up. July 9<sup>th</sup> at 5:30 PM. If they need a different date, offer a day in June.  
  
No re-entry at night events?  
People were passing tickets through the fence last year. Stamp hands when they enter and rip tickets  
Gene Borre will be at the June 10 meeting to discuss denial of cleaning contract – Rachel will resend his email to Fair Board.

XII. Adjourn

2 hrs, 1 min

Gary motions to adjourn at 8:07, Marybeth seconds, all in favor