

**Teton County Fair Board
Regular Meeting Agenda
Fair Office – 305 West Snow King Ave
Monday June 11th, 2018 – 5:30p.m.**

PLEASE SILENCE ELECTRONIC DEVICES DURING THE MEETING

I. CALL TO ORDER

A. Emily Called the meeting to order at 5:34 pm.

II. PRONOUNCEMENT OF QUORUM

a. Emily Beardsley, Marybeth Hansen, Gary Hardeman, Thomas Smits, Peter Long, Lauren Long, and Amy Wilson present

III. APPROVAL OF MINUTES for meeting dated May 14th, 2018

A. Motion to approve the minutes. All in favor. Passes unanimously.

IV. PUBLIC COMMENT

All (3-5 mins)

A. JUDY NALLEY, MOUNTED PATROL - Judy Discusses the email she sent to Lauren, with her notes on how to improve the parking situation. She talks about day passes and weekly passes and how that it not efficient to have both. She suggests keeping track of tickets sold and actual spaces we have. She also suggests coning off where contestants park vs the general public. Gary suggest putting rodeo people and vendors in one specific area. She also suggested having a trailer section only and a car section. Peter asks how many people generally park. The company that strips the parking lot could count how many they strip. Rachel says we should talk to the striping guy about how he strips it. The board confirms the hours that mounted patrol will need to be at the fair. She passed out her schedule for the board to review with her notes.

V. UNFINISHED BUSINESS

All (20 mins)

a. 4-H, Amy

- i. Camper Spaces/Hookups – Amy would like to know how many hookups we have. They typically start a sign up for camper spaces the beginning of July. Staff usually takes those Tuesday, July 10th. It is opened up to Alta and Moran members only. Amy will email the schedule to staff. 4H gets charged flat \$30 for camping and electricity for the week. Or \$15 for just camping. Gary says we should just charge everyone \$30 bucks. Gary motions we charge 4H for camping \$30 for the week of Fair. All in favor. Passes unanimously. Amy would like to know exactly how many hook-ups there are. Rachel says staff can measure exactly how many campers can be parked along the north fence of the grassy arena. They typically are a space and a half. Gary says that there are typically a lot of extension cords everywhere during fair week. One thing that should not be allowed there is someone with 3 pickups due to parking constraints. They discuss raising the price for camping for a week since it is cheaper than the weekly parking pass. They also discuss getting rid of the weekly pass altogether. Emily brings up the point of people needing to park here all week. Everyone notes that the fair is very limited in the places that people can park. Amy suggests parking on snow king ave, since it will be blocked off anyway. Emily mentioned that there is a permit needed to do that. Staff will have to measure 12ft for campers to figure out exactly how many spaces can be promised to 4H kids. Gary says we need to get rid of those sheds next to the baseball fields in order to accommodate more campers and parkers. Campers could possibly park to the east of the pavilion. The camping is only for 4H kids who have livestock Wednesday to Saturday. Alta members would like to stay together. Rachel suggests getting everyone together to measure it all out.
- ii. Ribbon Order
 1. Amy would like to know exactly when those are getting ordered. Liz said she sent the ribbons orders from last year to verify. Amy said she has no idea how they spent 1900 on ribbons when she never got them. She will need 200 blues, 100 reds, for this year.
- iii. Premiums – what was decided?
 1. Nothing has been decided.
- iv. 4-H Fair volunteers – compensation/breakfast & dinner tickets
 1. 4h should provide a list of volunteers for us to know how much to give them. 2 Breakfast tickets and no dinner tickets. Meal vouchers still going to be a thing? Yes, it will be a

thing. Monetary limit per ticket. Staff had to create a voucher for meal tickets to pay vendors. Rachel wonders if we should email blast vendors just to give them a heads-up. 4h gives parking passes for superintendents and volunteers. She will need 50 weekly parking passes. Emily wanted Amy's input on not selling weekly passes for the general public, but for people who actually need to be here all week. Emily says maybe only 1 car per family. Gary motions to move parking up on the agenda. Emily seconds. All in favor. Passes unanimously.

b. Parking

- i. We are not losing money with how the parking has been done. We paid our parking vendor 8000 and made 10000. Emily says if we are going in the right direction with revenue in parking, then we should add the fine print saying that parking is not guaranteed. A weekly parking pass is \$35 and the daily parking pass is \$10. If we did raise the price for the weekly parking pass to \$100 some people will pay, and some people won't. It could limit the number of weekly passes sold. Peter suggests that it makes more sense to figure out exactly many spaces we have then decide how to limit parking passes. There is discussion about having designated places for daily and weekly passes parking areas and make sure it is all capped. Rachel would like to know that maybe we should just cut the weekly passes. If we know exactly how many spaces, we need per day. Mounted patrol doesn't guide parking only on figure 8s and rodeo nights. Peter says maybe we should number the spots. Striping guy is coming July 14, 15, and 16. Rachel says we need to communicate with the striping guy. Amy says if it is the same guy who has done it in the past, he may know how much. Is it possible to have mounted patrol guide parking to make it easier? Thomas says why don't we have 200 weekly parking passes and 200 daily parking passes. It will be up to staff and mounted patrol to make sure people know parking is not guaranteed. The board needs to figure out exactly who needs parking passes and get a rounded tally. They discuss the option of getting rid of the weekly pass and just having 5 daily passes. Fair Board doesn't have the knowledge to really cap the amount of people who will be parking at any time. It will be tough for mountain patrol to say parking is sold out. Maybe weekly passes shouldn't be available to everyone. There is a time during the fair when there is no one patrolling, and people would take advantage. Gary says we keep the same and just add the fine print. Maybe the board should ask mounted patrol to count how many parking spaces there are. Gary motions to keep parking passes the same except to add the stipulation that parking is not guaranteed. Thomas seconds the motion. Rachel wants to know if we are keeping the camping for 4H \$30 for all week. Yes, they are. All in favor. Passes unanimously.

c. Advertising – Radio (local, \$200)

- i. Rachel explains that we have an extra 200 for radio advertising. She wanted to know if we should buy a new banner for fair. Marybeth would like to know if we can use that for social media. Big top tent will be set up on Saturday.

d. Announcer Jeff Moran – how much do we want to pay him/night?

- i. Marybeth says we should pay \$500. He usually charges \$600 for other people, but he really likes the fair. Our budget is 1500. Fair board could give Rachel the authority to offer 400 and if he counters raise it to 500 or give 400 and give free tickets. Thomas motions to pay 400 a night but no more than 500 a night. Marybeth seconds the motion. All in favor. Passes unanimously.

e. 2019 Fair & Rodeo Royalty Pageant

i. Rulebook

1. Rachel has redone the rule book for Fair & Rodeo Royalty. The biggest change they made was for the queen. She must get \$500 in sponsors on her own. The amount of money each of the girls must get sponsors decreases per place in the royalty. It was also added that the girls need to provide a head shot so it is readily available for different fair programs. They also changed the number of places during fair they are required to be. Amy brings up the point that older girls should be with younger girls when passing out ribbons. Under the modeling they changed the mandatory wardrobe. It was also amended that one must be a lady in waiting in order to be queen the year before. Rachel spoke to her father regarding the queen program in the past. The girls in the past were required and did get some sponsoring to get some money for their campaign. Rachel says we should provide a separate document if they are going to be a queen to sign. Should they add in the rules that the queen gets specific things? The board is required to send

them to the pageant. Emily says the board should make a motion on the amended rules now. Gary motions to accept the changes made. All in favor passes unanimously. They are having a meeting with Rachel to go over everything on Thursday at 5:30.

- ii. Contestant Letter - Eliminated the last paragraph regarding JH rodeo. Marybeth motions to approve contestant letter. Gary seconds the motion. All in favor. passes unanimously
- iii. Application - Deadline date changed to July 30th. Gary makes a motion to accept the deadline to be July 30th as the application date. Marybeth seconds the motion. All in favor. Passes unanimously.

VI. NEW BUSINESS

ALL (60 mins)

- a. Fair Budget YTD, Peter
 - i. We have almost saved \$15,000 from their budget. Which is mostly from the fair contracts. We are over in fair acts. The beer sales are over because the rotary club keeps 12% of proceeds. Horse show spends 7000 for trophies and ribbons. High country linen is 7500 which is all the toilet paper, paper towels, garbage bags. Basically, everything needed to clean. The fair board would like a break down of how that money is spent. With local radio we do need to accommodate them. Although with radio it is hard to get a call to action. It is good for people to keep them happy. Emily suggests a click through campaign with google. But it is more expensive. Amy lets the fair board know about the specific groups on the radio on Wednesday morning. The board decides to make an offer for the radio people to be here on site. What if we gave them a booth? Peter does not believe that radio is worth it, but advertising is still better than none. Rachel suggests doing a 1000 for local radio. Thomas says with out postage we technically have 4000 to spend on radio. Emily suggests a VIP tent with that extra money. Gary says VIP tents are extremely hard, its exclusive and it's hard to execute. Sponsors else where have a VIP tent for them to have dinner and whatnot. Peter has had contact regarding people wanting to know if the fair has VIP for night events. Fine dining group to have 3 booths at fair, it would be pretty cool. Repackage the volunteer dinner to be more cost effective. Thomas motions to spend \$2600 on local radio. Gary seconds the motion. Emily and Marybeth do not agree they say that is too much to spend on radio. Rachel asks if they have time to do the interviews. People don't really listen to it, but it is good for branding the fair. The board will need to go to him with a budget and see what they can do. All in favor. Gary and Thomas say yay. Marybeth, Emily and Peter say no. Gary motions to spend \$1500 for local radio, the main thing we want is the fair board interviews. All in favor. Passes unanimously. Emily would like to know if we should keep going or have a special meeting to discuss everything needed later on. 4H premiums last year were miscommunicated last year. 4H is requesting a reimbursement. Fair Board must vote to give it back, \$3425. Thomas motions to move \$3425 from the future budget for 4H. Marybeth seconds the motion. All in favor. Passes unanimously.
- b. County Board Volunteer Manual, Emily
 - i. Emily shows them that there should be a procedure for first time board members from the binder given to her. She passes out something to sign regarding that each fair board member is a Teton county representative especially during election year. Emily would just like to remind everyone that just because they disagree with a candidate they should not dis them on social media. Please do not dis them if they are fair supporter either. In the bylaws regarding attendance during fair. What the board votes as a whole is what they should represent. The board will sign them and turn them into the county.
- c. "Battle of the Daycares" Talent Contest
 - i. Trista had been calling around regarding the battle of the daycares and it is not politically correct to say daycare. It should be said Child care center instead of daycare. The board will have to change the name in order to keep it politically correct. They decided to officially change it to the Rita Case Memorial 6 & under talent contest.
- d. Sponsorship Final Updates
 - i. Fair Attendee Survey/Questionnaire, Emily – collecting data regarding demographics of selling fair tickets and what not. Opinion survey for night events and what not. Get email from people buying tickets. To send a survey monkey.
 - ii. We are up to \$31,000 in sponsorships so that's awesome.
- e. Vendor Final Updates
 - i. Vendor Layout – picture of what it will look like.

- ii. Good Samaritan Mission, Gary – Don't believe they are coming. They are still coming according to staff. Gary will need to call them still to let them know that they will be with all the other vendors. Not where they have always been.
- f. Beer Sales, Gary
 - i. Clydsdales are back for fourth of July. Beer sales run themselves as long as we have people to sell them.
- g. Volunteer (Exhibit Hall, Horse Show) Compensation Package
 - i. People who are here the most. What does the fair board want to do for their volunteers. Giving horse show volunteers and exhibit hall volunteers a badge. 10 horse show volunteers need one. The exhibit hall volunteers are yet to be counted. Emily proposes to have a special meeting to discuss the rest of the items on the agenda as well as the local radio. Gary makes a motion to talk about radio, Fair Board member commitment sign-up to the 25th of June at 5:30 pm. Marybeth seconds the motion. All in favor. Passes unanimously.
- h. Out-of-the-Box Fair Promotional Brainstorm – Ways to promote the fair that won't cost money.
 - i. Mail Chimp e-newsletters – this is free and can give to the chamber to circulate to the public. Things that the fair would like to promote. Emily wants to know if Billy Kirk can make a press release for us? Call for entries for exhibit hall. Rachel will send Billy an email.
 - ii. Posting old Fair photos on social media of recognizable locals – Using Instagram to promote the fair. People who have high numbers of followers to come to the fair for free with a media pass to promote the fair even more. Provide them content to write about. Giving the press a media pass is a yes. People who can guess who this person is or what year is this fair? To get a free ticket.
 - iii. Ticket Giveaways – Fair trivia questions – Instagram sweepstakes – to give away passes to all the night events.
 - iv. Give concierges fair book for tourists.

VII. SPECIAL COMMITTEES UPDATE

ALL (20 mins)

- a. Concert, Peter
- b. Pig Wrestling, Thomas
- c. Ninja, Marybeth – Trying to get in contact with them regarding rules and what not.
- d. Rodeo, Emily
- e. Figure 8s, Gary
- f. Exhibit Hall, Marybeth/Rachel – Focusing on getting entries from people. We created a youth division and we will be distributing them to all the schools before they get out. Marilyn put in so much effort to get it all together. Rachel says we will have an exhibit hall decorating party. Need to think about different decorations for the exhibit hall. Rachel suggests adding it to the special meeting.
- g. Horse Show, Marybeth – Doing great.

VIII. MATTERS/ANNOUNCEMENTS FROM BOARD AND STAFF

ALL (5 min)

- a. Warm Up Arena is complete
- b. Upcoming Events (Halpin Barrel Race & World Series Team Roping)
- c. Board Vacancies Update

IX. ADJOURN

- a. Gary motions to adjourn at 8:47 pm.