

Archuleta County Fair Board Meeting

Minutes

March 8, 2023

The meeting, held at CSU Extension, was called to order at 6:00pm by president, Tony Steadmon. Guests: Matt Ford/Hott Trust/WHEC Planning Committee, Randy Talbot/WHEC Rep, Jodi Scarpa/PSMC. Board members: Tonya Steadmon, Emily Martinez, Lesley Mattingly (via Zoom online), Sharon Jennings, Bobby McMeens, Bridget Mattingly, and Alexa Martinez (non-voting). A quorum was present (6 of 7). The order of the agenda was changed to allow guests to present their reports prior to the beginning of Board business.

Special Items-

- 1) Rose from the Archuleta Seniors asked about holding their Spanish Heritage fundraiser under the Activity Tent on Saturday, July 29th. The tent will have been setup by then and they are willing to pay to rent the tent for the day. Fair would have wood chips down, fire extinguishers hung; Rose's group would have to help set up the stage and set up tables and chairs. A detailed list of known requirements will be made and provided to the Senior group so they know what is expected of them. A share of the cost will be determined.
- 2) Emily spoke with Nancy Ford from the WHIPS organization and will send her information on becoming a Fair Volunteer.
- 3) A Sponsorship form will be made for Mill Creek Ranch's donation of two tons of hay for Kid's Rodeo stock.

Minutes-A motion to approve the minutes of the February 8 board meeting was made by Emily Martinez, seconded by Bobby McMeens, and approved by voice vote. Sharon emailed the required Board member list, Mission statement, and new Fair Logo to County Admin. Assistant.

Treasurer's Report-1) Deposits of \$6,500 from Sponsorships was made. 2) A motion to approve payment of the \$51.50 Invoice to the Town of Pagosa Springs for hanging the Banner over Hot Springs Blvd. the week prior to Fair was made Tonya Steadmon, seconded by Emily Martinez, and approved by voice vote. 3) The Budget Sub-category figures were reviewed. 4) A motion to approve the estimated purchase cost of \$1,700 for nineteen first-place buckles for Kid's Rodeo was made by Lesley Mattingly, seconded by Bobby McMeens, and approved by voice vote. 5) Sharon presented the final 2022 Revenue and Expenditure spreadsheet which coincided with County figure. Tonya and Sharon will discuss the \$95,000 budget adjustment made by the County to Fair's G/L and the \$44,000 Grant fund with Chad Eaton/Finance Director on March 15 at 9:30am.

Committee Reports

Entertainment (Music): A motion to contact "Float Like a Buffalo" for the Friday night band, August 4, was made by Bobby McMeens, seconded by Bridget Mattingly, and approved by voice vote. Their cost is \$2,000.00.

Entertainment (Other): Emily will contact Picasso & Vino and send Karen the Non-Food Vendor form. Adventure Zone will be contacted to see if they have flexibility in pricing or blow-ups used. Charging a fee to fairgoers for Shred-It BMX was discussed as their 2022 Fee of \$3,500 brought in no proceeds to the Fair. The problem right now is there is no place on the Fairgrounds to limit access and therefore charge for entrance; we cannot use the Pavilion.

Exhibit Hall: The Quilt Judge Contract has been approved by the County Attorney per Sharon.

Rodeo: The order for buckles was given to Becky Jacobson/4-H Coordinator by March 1 to combine with her order.

Old Business

Tough Enough to Wear Pink? Event: Jodi Scarpa shared an overview of the Cattleman's Days Pink Rodeo for the TETWP? campaign. A small committee of community members, to include Jodi Scarpa/PSMC, Tonya Steadmon/Fair Board, should be formed to plan and run the event. Community suggestions included

Bramwell, K. Fulmer, Rosenbaum, A. Spencer. The event will be advertised as a Cancer awareness event as the intent is to bring attention to all cancers. PSMC will help with some advertising. Offering Reserved Rodeo Box Seats, decorated in pink, and sending out letters to the community was discussed. Sharon emailed the TETWP enrollment form to the organization and requested the TETWP merchandise order form. She emailed CAFS about allowing the Fair to collect donations for our selected local cancer group.

A motion to approve the **Rodeo Request for Proposal** form was made by Emily Martinez, seconded by Bobby McMeens and approved by voice vote.

A motion to approve the **Board Member Guidelines** was made by Tonya Steadmon, seconded by Emily Martinez, and approved by voice vote.

A motion to approve the **Kid's Rodeo Entry** form has been postponed due to possible changes needed.

A motion to approve the newly created **Non-Food/Merchandise Vendor** form was made by Tonya Steadmon, seconded by Lesley Mattingly, and approved by voice vote. The new form will be added to the website by Kent Jennings.

Fundraiser: The existing flyer for the March 17 DJ/Dance was updated where possible to correct the Rotary reference to the Pagosa Mountain Rotary; another Rotary club expressed their desire the help at the dance. Ads will be put in the Pagosa Sun and the Preview the week prior to Dance week as suggested by the Sun. Alexa is making up 'Pot of Gold' table decorations. Mountain Peak Rentals is loaning black tablecloths, a popcorn machine, wooden bar counter, bar height tables, and market lights. Sharon will fund a cash box for Popcorn sales and a cash box for DJ/Dance ticket sales. She will test the County Point and Pay credit card system and have the link on a computer for use. Tonya will meet with the dance DJ on layout and set-up needs.

Marketplace banner: Purchase postponed.

Horse Show and Gymkhana dates were confirmed with the WHEC/Management Committee as Saturday-Sunday, July 29-30.

Advertising: The ads for 1) Exhibit Hall volunteer help, 2) Board member ad and article, Fundraiser DJ/Dance ads were placed in The Sun. Bridget put the DJ/Dance information on Snapchat which didn't cost the Fair. Numerous flyers were posted at town businesses, on the Fair website, at the County.

T-Shirts: Alexa is planning to test equipment to silk screen our Fair T-Shirts. The Mutton Bustin' shirts for Kid's Rodeo will be the first priority. Board members can still wear the new blank, pink T-Shirts with just nametags on them for Fair if unable to get them printed otherwise.

New Business

Fairgrounds/Rodeo Grounds Management Committee: Matt and Randy explained the Joint Use Agreement between WHEC (control over all Rodeo grounds) and the County (control over the Extension Building). The Management Committee includes two County members (Robin Young and Tim Harmann), two WHEC members (Randy Talbot and Keith Jacobson), one Hott Trust member (J.R. Ford and alternate Lisa Scott). The Management committee covers the Parking area, Pavilion, and the WHEC building. Matt is not on the Management Committee but helps with many aspects of their functions. Questions about the facilities can be directed to Matt Ford or Robin Young; questions pertaining to any use of livestock should be directed to the WHEC committee. Existing funds for the project are from the 2019 R.D. Hott Trust which were earmarked for the preservation of Western Heritage. Projects likely to be completed by Fair include the Horse Stalls, a locked roll-up door to the area for Fair Storage, a Concrete Floor in the south area of the WHEC building, panels and shelving, bleachers inside the Pavilion entrance. The 100% Certificate of Occupancy for the Pavilion and the Livestock addition should be received before Fair. The Concession Kitchen will not be fully ready by Fair. The new entrance to the Pavilion will likely be ready for use by Fair. Fair dates, including the pre-Fair Horse Show dates were confirmed. An idea to move the Quilt Exhibit into the finished WHEC area was discussed as it would be clean and lockable and moving the rest of the Exhibits to a tent (possibly on the concreted area west of the Pavilion) was brought up. Raising high-voltage lines so the main Activity tent could be moved away from the front of the Rodeo Grandstand entrance and away from tent poles was nixed

because even with higher lines there could be arcing which is a danger. Food vendors requiring electricity would have to be spread out to be nearer to existing electric. Water access is near the roll-up door in WHEC so trucks could be near that area. Food trucks cannot be allowed on the sidewalk near WHEC to avoid damage to infrastructure. An idea was raised to solicit additional Sponsors from businesses outside of Pagosa whose owners live in Pagosa. In June a walk-through will be planned of all the facilities by the Livestock Committee, Fair Board, Management Committee, etc. to go over set-up locations, layout, arena usage, WHEC needs.

Non-Food/Merchandise Vendor form: Emily will forward this form to a couple of prospective vendors who inquired through the Fair Gmail account. She is also working with a Kettle Corn Vendor. Prices for space rental options are: \$40 Space Rent only, \$65 Space Rent and Electricity, \$75 Space Rent with Electricity and Water (all of these options require the vendor to bring their own tent or canopy); \$160.00 Space Rent with Rented Fair Tent only, \$175.00 Space Rent with Rented Fair Tent and Electricity. This covers the actual cost of tents rented by the Fair.

Electrician: Tonya has a person to contact. This person would be set up and paid under Contract Labor.

Pagosa Scene: It was suggested that Fair dates, along with Fundraiser information be put on this groups site as another advertising source.

Fair History: Review/update of existing data on County website will be postponed due to time constraints.

Kids Train Repair: A decision was made to retire the Kids Train due to its current condition and the lack of funds to adequately repair it this year. Community organizations who have requested use of the train will be notified. A suggestion was made to search sources for a Kids Hayride (wagon, tractor, etc.) option instead.

Radio Spot: Robin Young/CSU offered her March 20 Radio spot to the Fair as she will be unavailable to use it. Emily and Tonya or Alexa will meet at the station and give a report on numerous Fair highlights.

Hotel Rooms: Sharon reported that Rey of Holiday Inn/Pagosa provided a quote for rooms if the Fair needs them. Ten rooms (doubles and kings) will be held at no cost until July 1 at which time they can be cancelled if not needed. This is a backup plan to have since August is peak tourist season and rooms may be scarce. She explained to Rey that the Fair is hoping to find lodging that is complimentary/free to the Fair.

Regalia order: Ribbon inventory for the Exhibit Hall is plentiful and will not have to be purchased. Special ribbons and nameplates for Super Volunteers/Super Superintendent Ribbons (3), Name Plates-Royalty (3), Honorees (3) Dedication (4 to date) will be ordered. It is the Fair's decision that Animal Tent Cards will not be purchased; an existing stock of forty from 2022 will be updated with a sticker showing the new dates. Card Stock flyers (1/4 sheet) or Rat Cards can be easily and less expensively printed by the Fair Board for distribution by the 4-H during Promo Day. Sharon will notify Terry and Becky.

A Special Board Meeting will be Sunday, March 19th at 3:00pm to open, evaluate, and vote on Rodeo Request for Proposals that have been received by the deadline of March 13th. This needs to be done before the April meeting.

The Next regular Meeting is Wednesday, April 12 at 6:00pm at the CSU Extension building.

Sharon Jennings
Secretary

Minutes approved April 12, 2023 as written.

2023 Board Meetings: May 10 June 14 July 5,12,19,26 August 9 Wrap-Up Sept 13 Wrap-Up Oct 11 Election

2023 Fair Dates: Thursday, August 3 – Sunday, August 6

2023 Pre-Fair Events: 4-H Dog Show July 22; Horse Show & Gymkhana July 29 & 30