

Archuleta County Fair Board

Minutes of the April 10, 2024 Board Meeting

The meeting, held at the CSU Extension building, 344 Highway 84, Pagosa Springs, CO, was called to order at 6:04pm by the Board president, Emily Martinez. Members present were Janae Sutherland, Sharon Jennings, Emily Martinez, Bobby McMeens, Jane Davison, Tabitha Hart, and Fair Coordinator Tonya Steadmon. A quorum of 6 of 8 was present. Guest, Veronica Medina/BoCC attended.

Special Items-

1) Bid packages from five prospective Photographers were received, reviewed, and evaluated by the Fair Board. Motion to award Jeff Laydon the contract for General Fair Photos and Lea Leggitt the contract for Rodeos and Horse Show Photos was made by Jane Davison, seconded by Bobby McMeens, and approved by voice vote. Tonya will notify those whose bids were selected and advise those whose bids were not, with the Board's appreciation for participating.

2) Details for the May 4th Concert by Tylor Brandon were discussed. A \$2,000 sponsorship was received from Colorado Dream Homes. Brad Sumpter and Natalie Carpenter have committed to providing audio services for \$1,250. Colorado Roadhouse Restaurant is expected to send in a sponsorship check. The cost for security will be paid from Fair funds.

The venue will open from 5:00-10:00PM. Beer and Beverage service starts at 5:00pm, last call at 8:45, closing at 9:00pm. The concert runs from 6:00-9:00pm. Volunteers are needed to begin setting up fencing at about 2:00pm. Additional volunteers are needed at 4:00pm to prepare for selling tickets at the gate beginning at 5:00pm. The cost is \$15 per ticket for ages 18 and up; free for ages under 18. Two types of wristbands will be issued: one for under 21 (non-alcoholic sales) and one for 21 and up (permissible alcohol sales). Wristbands must be put on by gate personnel snugly enough to discourage removing and passing to underage attendees. Board and volunteers may opt to wear pink Board shirts so they can be easily identified during the event.

Fair may be able to use Emily's Square Credit Card system (there is a fee charged), but most entrants are expected to pay cash. Jane will submit a check request to County Finance for \$500.00 (fives, tens, twenties) for the Cash Box. Jane needs Invoices from Tylor Brandon and Jorgenson Music/Brad Sumpter this week for checks to be ready for pick-up by the Board before May 4th.

Rituals Food Truck (Josh), Smoked Out BBQ (Chris Bobbitt) and the 4-H Shooting Sports group would like to sell food and snacks. Each group will keep all proceeds they make. Sales from Beer and Beverages will not be shared with the Fair.

The Stage and the Event Trailer from the County have been reserved. The Event Trailer includes fencing, spider boxes, trash cans, electrical cords, etc. Tonya will work with Michael Torres and/or Daniel Matyniak for set-up assistance. Lighting will be necessary.

A newspaper article, written by Tonya, will be in the April 22 edition of the Pagosa SUN. A flyer is on the Fair website and will be put on social media including Facebook, the County website news flash, Visit Pagosa, and the Chamber Calendar. Some flyers have been dropped off at restaurants. Any Board member can distribute flyers around town.

The concert will be held outside of the 4-H Hall unless it is raining where it will be moved into the Exhibit Hall. Picnic tables, some red metal chairs, fair chairs will be available. Volunteers will help set up fencing, chairs, trash cans, etc. Attendees may also bring their own lawn-type chairs.

3) The new tires for the Kids Train have been received; Peter Vecvanags will overhaul the train wheels.

4) The inflatable costumes have been received. Pictures should be taken soon with Board members in the costumes so they can be used for advertising.

5) The Exhibit Hall is expected to be painted. All existing photographs will be taken down. A digital display system (PowerPoint was suggested) will be investigated and be in place over the next couple of years, specifically by the 75th Fair Anniversary in 2026.

- 6) Emily will serve as coordinator for vendors from set-up through take-down with assistance from Tonya as they have both handled this in the past.
- 7) Board members each have a mail slot in the CSU workroom/Tonya's office and should check their mail slot at least prior to each board meeting. Presently, each Board member has an invitation to the volunteer thank-you dinner sponsored by 4-H on April 29th.
- 8) Motion that the Fair Board meet twice a month in May and in June (the 2nd and 4th Wednesdays) was made by Jane Davison, seconded by Sharon Jennings, and approved by voice vote.
- 9) Board members need to keep track of their hours volunteering for anything to do with Fair (except for attending Board meetings) and submit the time log to Tonya at the end of Fair. This includes taking care of business at home, attending committee meetings, helping at workdays, assisting with any outside events related to Fair. Though there is a volunteer log on Dropbox under Governing Documents, any format can be used and can be a simple log on a calendar, a spreadsheet, on their phone, etc. indicating the number of hours, the activity, the date.

Motion to approve the minutes of the March 13th Board meeting as corrected (spelling of name) was made by Jane Davison, seconded by Janae Sutherland, and approved by voice vote.

Jane reported total deposits of \$32,125 received to date: Sponsorships \$19,450, Ranch Brands \$220, Tourism Grant \$9,000, Band Fundraiser Sponsor \$2000, Piecemakers Quilt Rack Sponsor \$1,000, Vendor Fees \$455.00. Expenses to date totaled \$6,285.99, the bulk of which was the Invoice from Leslie Montroy for the Tough Enough Pink Rodeo shirts. The Fair will receive the cost of the shirts back from sales; any excess will be part of the donation to the cause selected for this year. Motion to approve Invoice for \$4,207.50 to Leslie Montroy, Invoice for \$1,250 to Jorgenson Music for concert Audio services, Check Request for \$500 for Cash Box change, Invoice for \$2,000 to Tylor Brandon for the May 4th concert.

Committee Reports:

The Bylaws changes presented at the March 13 meeting were read again. Motion to accept the changes on the second reading was made by Tabitha Hart, seconded by Sharon Jennings, and approved by voice vote. Sharon will update the document and give it to Tonya who will present it to the BoCC for approval and signature. The approved copy will be given to the County for website posting and to Kent Jennings for Fair website posting.

Emily will contact Tylor Brandon (May 4th & August 3rd) and Bo DePena (August 2nd) for invoices/W-9's for their performances. Jeff Laydon, Fair Photographer, will be asked about taking pictures at the May 4th Fair Fundraising Concert.

The contract from Ricochet for \$15,000 was sent to the County Attorney. An Invoice and W-9 will be needed from Ricochet. Sales from tickets and a portion of drink sale profits go to the Fair. The Thursday Opening Night Concert will take place in the Arena which was measured and estimated to hold 3,000 people standing or bringing their own chairs. The grandstands have seats for 730 and the four sets of bleachers will seat almost 200 total. Motion to charge three ticket prices based on location: General Arena \$20, Bleacher seating \$25, and Grandstand seating \$30, was made by Jane Davison, seconded by Bobby McMeens, and approved by voice vote. Two types of wristbands will be needed for Bleacher and for Grandstand seating. General Admission could have wristbands or hand stamps. The Concert will start at about 8:00pm (after the 4-H Pig Show). Marcus Rivas is expected to offer sound services. Ricochet has requested lunch for seven people and dinner for seven people as part of their bid package. It was suggested that Fair provide tickets to onsite Food vendors to the band and remit the cost of food to the Food Vendors involved. Four rooms are needed for the band members for Thursday night August 1st. Two or three beer and beverage stations will be needed. It will be the beer vendor's responsibility to check that purchases are age-appropriate. Only canned drinks will be sold (no glass or plastic bottles with lids). The Spanish Fiesta group will be asked if they want to provide and staff the beer stations. A down payment of \$7,500 is due to Ricochet by June 3rd. The balance of \$7,500 is payable August 1st at Fair. Emily has received their W-9 form. Once the signed contract is returned to the Fair it will be posted on the Fair website and other social media. Emily plans to advertise around

Ignacio, Durango, Dulce, Alamosa as well. Tonya will check with Derek Woodman/County Manager to locate a generator.

Contact has been made with Bryan Olsen out of Colorado Springs who has a Mechanical Bull available for a fee of \$5,000 for two 8-hour days, Friday, and Saturday. Fair will determine the cost per ride. Emily will find out if the vendor staffs the entrance and sells the tickets or if Fair must provide staff. The vendor requires a liability release for every person even for those who just wish to take a picture sitting on the bull. Motion for Emily to book the Mechanical Bull was made by Tabitha Hart, seconded by Janae Sutherland, and approved by voice vote. Ticket prices, for pictures only and for riding, will be determined at the next meeting.

Wildman Phil was contacted by Sharon who shared that Fair could not meet their standard fee of \$5,000 and suggested a nominal increase of 10 or 15%. Motion to increase Wildman Phil's fee by 15% to \$2,875 was made by Jane Davison, seconded by Bobby McMeens, and approved by voice vote.

Tonya reached out to some RC car enthusiasts about offering an RC car race, climb, etc. More to come on this effort.

Jane has seven of twelve judges committed and is reaching out to any non-respondents again. She is working on additional superintendents and specifically needs a Fine Arts Superintendent. She purchased two alpha/numeric sorters for presorting tags to make it easier to get through the registration of entries. She noted that cleaning out the Exhibit Hall Fair closet and the Attic are mostly finished. The dozen quilt racks have been received; Janae volunteered to help Tonya mark, label, and store. The old wooden racks have been disposed of.

Throughout the grounds, the Electrical is being diagramed by Tonya. The WHEC/Rodeo Committee gave permission for the Fair to upgrade the horseshoe pits though they will not put any funds toward that project. The pits are on Western Heritage property; not on County property.

The Super Volunteer and the Super Superintendent will be contacted by Sharon.

The next Livestock Committee meeting is Monday, April 15th which will be attended by Tonya.

There is no present action needed regarding the Parking Lots.

Quilt Registration will be Friday, July 26th from 10:00am – 2:00 pm in the Exhibit Hall with access from the East doors. Quilt Judging will be Saturday, July 27th in the Stith Room beginning at 1:00pm.

New ideas for the Rodeos are being discussed with the Rodeo Contractor. The County Attorney approved the contract; it was signed by Emily and returned to the W/A Rodeos. The Rodeo flyer should be supplied to Tonya by the end of April.

Janae, Emily, and Lyn Varrati conducted the interviews; Tonya sat in on the interviews but did not have a vote. The committee selected Cailey Puls as Queen, Lyla Frie as Princess, and Bristol Jacobson as Junior Princess. Their interview forms will be used to create a write-up for the Exhibitors Handbook. The committee will meet April 11th to go over the Parent/Royalty contract and get shirt sizes. They will work on the Royalty Activity Schedule. They will not be attending the Spanish Royalty fundraising event on April 13th as Fair Royalty did not have time to notify parents and it would require tickets to be purchased for entrance which Fair does not have budgeted. Both Fair and Spanish Fiesta Royalty Courts could attend the May 4th Fair fundraising concert as a community event. Royalty will attend Rugby's Rescue event on Saturday, April 27. Fair Royalty will provide their own acceptable jeans/slacks. Emily asked Boot Barn for sponsorship of cowgirl hats and shirts; she is waiting for approval. Fair has some shirts from last year which may be usable. Sashes should be ready by the May event. Lush Salon will be asked to donate hair styling services for Royalty for their pictures. Jeff Laydon will take pictures for the newspaper at the fairgrounds.

Old Business:

Kids Rodeo buckle order is being worked on by Tonya.

Sign-Up Genius is activated and dates and times are being changed and should be done within a couple of weeks. Additional volunteer slots for the Thursday events need to be added. Additional activities like a Tug-of-War or Ladies Nail Driving contest would be fun additions but require volunteers to coordinate and staff.

The Tourism grant check for \$9,000 was received. Tonya has ordered the fencing panels which should be here within six weeks.

The light towers have been reserved with the Emergency Operations Center (EOC) and two from Pine Valley Rentals.

The Beer Concessions proposal is being worked on by Emily and Tonya.

A minimum of ten volunteers from the Spanish Fiesta groups would be a big help. They can access Sign-Up Genius to work at a time and spot of their choice throughout Fair week. Veronica said their committee were interested in taking part. Their cost share to the Fair would be 10%. In return, Fair volunteers will help with the Spanish Fiesta event on the weekend prior to Fair. The Spanish Fiesta committee may be interested in operating two Beer booths on Thursday August 1st in the Arena for the Opening Night Concert.

A table of Fair information and giveaways, with Fair Royalty and other volunteers from 11:00am - 5:00pm on Saturday, April 27th is being planned. Janae, Tabitha, Emily have committed to being there. The game wheel and prizes, like a hat or water bottles, need to be arranged.

Sharon mailed Ranch Brand letters to 153 Brand owners in Pagosa Springs, Arboles, and Chromo. There are over 370 registered brands for Archuleta County. Some letters have been returned due to invalid addresses.

New Business:

Tonya is working on various forms of advertising.

Board member training through Robin Young of CSU will be Monday April 22 starting at 5:30pm in the CSU building. All members are encouraged to attend.

Emergency Medical Service, through PSMC, has been contacted by Tonya to be available during all of the Rodeos; the contract has been sent back.

Kids Rodeo plans are being finalized.

Flyers from the Rodeo Contract for the Rodeos should be ready by the end of April.

Roxanne/Sheriff's Department will be contacted by Emily to discuss security needs during the Fair schedule including adding Security during the Thursday August 1 concert, the level of enforcement of the Dog Policy, alcohol consumption, etc. so that Fair and the Sheriff are all working from the same set of rules.

The Volunteer meeting and dinner will be Wednesday July 24th beginning at 6:00pm. The menu will be determined at a future meeting.

It was determined that the incentives for sponsors will be done using a coupon rather than wristbands. Thank-you letters can be mailed or emailed indicating that their incentive can be picked up in the CSU workroom office any day during Fair; this eliminates the use of wristbands.

Tonya will check with County Maintenance to determine if the large Zircon should be moved before scheduling a workday for the Fair Board to get the shelving system installed and arrange the Zircon as needed.

Becky Z. and Tonya will begin working on the design of the Fair poster.

The next meeting is Wednesday May 8th at 6:00pm in the CSU building.

The meeting was adjourned at 7:35pm.

Sharon Jennings/Secretary

Minutes approved May 8, 2024 as corrected.