

Archuleta County Fair Board Meeting

August 14, 2024

The meeting, held at the CSU Extension building, 344 Highway 84, Pagosa Springs, was called to order at 6:11pm by president Emily Martinez. A quorum of Board members (5 of 8) was present: Becky Ziminsky, Emily Martinez, Sharon Jennings, Jane Davison, Tabitha Hart, and Fair Coordinator Tonya Steadmon.

Special Items not on the agenda: 1) Jane challenged each Board member to find one prospective new Board member; the work required to plan for and operate during Fair is not sustainable with the current number. 2) Jane suggested a special meeting or work session be held to review and document all required tasks to enable the work of the Fair to run smoother. The existing Board Oversight and Assignment log is a good place to start. 3) Jane proposed that during Fair, an early morning (7:00-7:30am) gathering or a late evening (7:30pm) be held for those persons/board members heading up each specific area to report on what was done in their area, what they plan to do that day, and any issues or concerns. This directs responsibility for one key person to report to the board/president/fair coordinator. All sub-committee heads would report to this key person. 4) Shifts for board members should be arranged so no single board member is on site 8-16 hours or more a day. 5) Jane gave each board member a copy of the book "The Energy Bus".

A motion to approve the minutes of the July 17th Board meeting as corrected was made by Jane Davison, seconded by Tabitha Hart, and approved by voice vote.

Jane reported that expenses to date were approximately \$103,000 with invoices for Trash, Tents, Linen laundry still expected. The profit from the Pink Rodeo, less the cost of the T-shirts, hasn't been determined. Donations of \$37,000 were received. About \$22,000 will be reclassified to Special Contractual Services. \$500 from the May 4th Fundraiser concert, and receipts from Spanish Fiesta, Rotary, and Rugby's Rescue are still to be deposited. Deposits of \$18,000 and expenses of \$10,000 are expected including \$960 to 4-H for credit card purchases of Chuck Wagon tickets, \$649 for Exhibit Hall Premiums and Awards, \$449 for the two TVs and mounting hardware, and other miscellaneous expenses of about \$3,200. Emily will transfer all credit card funds to Fair.

Committee Reports

The Board reviewed the successes and needs of all areas of the Fair. General Bands-End the bands earlier (11:00/11:30pm) so board can close the grounds and go home earlier. Lights need to be set up by the entry to the Activity tent so those selling tickets can see and those attending know where the entrance is.

Ricochet Concert-Not well attended. Band members made lots of demands. \$3,455 in receipts; had numerous sponsorships to offset costs for their housing though they did not stay overnight. The sound tech, Marcus Rivas, was particularly good.

Bo De Pena-He was a hit. Suggest having him Saturday night if he is a good dance band. Band needs to start sooner.

San Juan Mountain Boys-Was enjoyed; no issues. Fits this dinner spot nicely.

Tylor Brandon-Missing a band member; Emma Ziminsky was asked to fill in. Due to performing for several years we need to skip a year.

Ranch Brands-Emily was given a paper napkin with Ranch Brands on it from a restaurant that is going out of business; keep and frame for 2025 and 2026 fairs. Sharon emailed thank-you notices to all Ranch Brand and Buckle sponsors.

Wildman Phil-Good attendance; stopping the kids train during performances may have been helpful getting the youngsters to go watch. Teddi Jo was concerned we may not ask them back because of their increased price. Cut back elsewhere to ensure we can afford them in 2025.

Mechanical Bull-Enjoyed; ticket sales did not cover costs. Use local mechanical bull vendor in 2025 to operate and sell tickets.

Adventure Zone-Great sales per staff; they want to come back in 2025. Kids loved it. The cost did not seem to be an issue. Will suggest they offer a whole-weekend wristband. They gave ten passes to the Fair board to give out.

Horseshoe Pitch-Positive response from Mark Bergon. Prizes were all given out. Lots of Saturday activity. Good photos by Fair photographer. Jane has a contact, Keith Montgomery, who will be asked to work with Mark on pit maintenance. Studs Lumber donated wood for replacing the backboards.

Pie Eating Contest-Good participation, even by adults. Suggest having it on stage in 2025 so audience can see better.

Exhibit Hall -Went well. Had 10% more exhibitors than in 2023 (243 vs 224). Over 880 entries. Nancy Ford volunteered to take the table skirts and sew new Velcro on them. Checking in exhibitors with larger numbers of entries took much longer and requires an additional printer. Jane will confirm all judges and superintendents a couple of weeks prior to Fair as a couple forgot and had to be replaced at the last minute.

Quilt Program-Great event. Went well; the preplanning paid off. The new quilt racks were a hit; much easier to work with; did have to buy cross braces (arrived a few days before fair).

Honorees-Both attended their presentation during the Chuck Wagon dinner. A name was suggested for Super Volunteer for 2025.

Livestock Liaison-Better signage needed showing location of the animals and shows in the Pavilion. Maps were at the Welcome/Information/Ticket Tent but still lots of inquiries. The wooden signs, directing to various areas of the Fair and painted a couple of years ago, could be attached to wooden stakes, placed in weighted containers, and set at the intersections of vendor row, exhibitors, etc.; would be easily moved where needed. About \$400,000 raised from the Jr. Livestock Auction.

Friday night Tough Enough Pink Rodeo-The unused Springs Resort passes were given to Jodi Scarpa for patients at the PSMC Cancer Center. The pink merchandise tent wasn't set up fully before the rain started. T-Shirt sales need to be kept separate from other merchandise sales to ensure the shirt costs are recouped by Fair; the actual cost of these shirts is listed on the invoice. Lots of valuable feedback was received about the event. A longer rodeo is desired; mini bulls were added this year. Flyers were late in coming from the rodeo contractor; minimal contact in months/weeks leading up to Fair. Concern from one attendee about the meaning of the black/white flag with pink stripe and one complaint about inappropriate off-color joking from the rodeo clown. Jane contacted each person to hear and respond to their concerns. The Honor Guard presentation was a terrific addition.

Suggestion made to combine the Rodeo and Dance/Band into one ticket with a single increased price to encourage people to stay for the evening. Jane's neighbor has the original Red Ryder Rodeo sign and is willing to loan it to the Fair for the 2025 (and 2026) fairs.

Saturday noon Rodeo-It is too hot to have the rodeo mid-day for both participants and attendees. Look at schedule for conflicts and discuss moving to early morning.

Sunday Kids Rodeo-Number of events were decreased; length of rodeo was more reasonable. Overall, it went well. Need to have more participant ribbons and/or second place small prizes; had to send over fair water bottles as prizes.

Royalty-Janae will provide a report at the next meeting. Lateness was a factor; more chaperones were needed. Send/hang posters at all schools before Thanksgiving; do interviews early (January 2025) to allow Court to participate in more community events. 2024 Fair Royalty are still serving through November 2024 so they can be asked to attend upcoming events. Spanish Fiesta is having an October Trunk or Treat activity in which Royalty could participate.

Specific Areas:

Volunteers at Fair-More volunteers needed. Load Sign-Up Genius much earlier in the year. Visit non-profits early in the year and ask for a couple of volunteers per group for specific day/time. Send announcements to communicate and generate excitement throughout the year. Discuss the efficacy of Sign-Up Genius; is there a better option? A notice requesting feedback from volunteers will be sent out through Sign-Up Genius.

Volunteer Dinner and Meeting-Good feedback; attendees enjoyed the meal.

Food Vendor- Many food trucks were closed for unknown reasons Saturday morning; they need to be open during next year's rodeo. Encourage one or two to serve breakfast items. Several food trucks ran out of supplies. There were electrical issues and temporary power outages; change placement of food trucks to spread out used of electrical outlets. Send an email notifying them of the 2025 Fair dates and asking for their input.

Spanish Fiesta-Fair Board members assisted with their setup. Suggest their volunteers work clean-up Sunday afternoon and Monday after Fair instead of during Fair weekend. Fair was notified that this group must work with the Western Heritage Event Center to request and rent WHEC facilities/property. Fair was informed of differences between the Spanish Fiesta group and the Archuleta Seniors which must be worked out between them and an agreement reached before Fair can commit to having either group attach themselves to the Fair. County maintenance was not happy that trenches were dug into the new asphalt millings during the rainstorm which damaged those newly laid surfaces. Portable Toilets used must be serviced Saturday after the Fiesta; had overflow issues during Fair. This cost was not taken into consideration.

Merchandise Vendor-Some reported particularly good sales. Placement of tents to ensure no one vendor is blocked in and unable to leave Sunday (War Museum's hauler was blocked in; Spice Vendor was blocked by Mechanical Bull). One vendor unhappy with location they selected; wants the option to come in later each day and stay later in the evening when more fairgoers are spending more money. Send an email notifying them of the 2025 Fair dates and asking for their input.

Non-Profit/Education Exhibitors-Didn't get as much foot traffic as desired due to location outside of Activity Tent. Suggestion to intermingle Merchandise Vendors with Educational Exhibitors to ensure more action. Send an email notifying them of the 2025 Fair dates and asking for their input.

Shuttle Service-Need two shuttles or one shuttle and one other form of transportation from the east lot. Ensure a volunteer driver has signed up for the 8pm-12midnight shifts on Friday and Saturday.

Kids Train-Wheels split on two of the cars. Complaints from vendors and educational exhibitors about dust and noise. Operation of Train was stopped during Wildman Phil shows to encourage kids to attend the show. Allow only youngsters to ride; weight is an issue. The Mule which pulled the train was not in good operating condition. Can train cars be pulled by a UTV? Suggestion to add rearview mirror for driver. Can a wagon be used or a stationary carnival ride be used to replace train?

Kids Games-Didn't have enough volunteers. Dedicated coordinator is needed to ensure volunteers are available and shifts are covered. Even open play needs to be supervised and to help distribute items from the prize box. Christeen Coriz is interested in assisting with this in 2025. Empty Soda bottles should be saved for use with the 'bowling' game. The Hockey table was damaged beyond repair and was put out of commission.

Archie the Snake-Was set up within the Kids Games tent. A fun activity enjoyed by everyone. The snake head was a work of art by Ty and Tabitha. Most painters took their rocks home with them.

Publicity-We feel all areas were covered as much as we could during the year. Suggested that a radio spot be aired requesting volunteers and giving Fair contact information. Discuss having a Facebook Live Q&A session. Print Board Member applications out in CSU annex immediately. Wonderful job on the Fair Website; updated continually through the year.

Fair Book-Can the Exhibitor's sections be printed early in the year and distributed to community organizations without the complete regular pages. May of the other activities listed are not known until July which is too late to create interest in the Exhibit Hall. Determine need for the Fair Book.

Parking Lots and Overflow Parking-When one person parked incorrectly (not diagonally) everyone following parked incorrectly. Due to misinformation, the Rangers stopped directing parking at 6:00pm on Saturday during the busy time before the Auction. Ensure parking attendants know the hours of all events. Direction should only be given by Fair board. Don't use the middle Overflow Lot; too dangerous. Greg Fulfer, one of the lot owners, donated his fee back to the Fair.

Grounds & Layout-Several food and/or merchandise vendors contacted Fair at the last minute and allowing them to have an available space caused issues trying to accommodate them. The Market lights need to be hung and lit along vendor rows, the main asphalt walkway. Positive response to detailed map provided showing the location of all tents, fire extinguishers, etc.

Trash-The right size bag needs to be used only in the correct can. There were 55-gallon drums, 90+ gallon rolling carts, and some smaller trash cans used. 96-gallon bags were sometimes used in smaller cans leading to a stock shortage. Suggest laying a clean bag hanging over the side of the big cans so anyone could pull the full bag and replace it with a clean bag (leaving the full bag at the side for easy pick-up by contract or community service workers).

Ice Service-Due to responsibilities with the 4-H group, the ice vendor was not able to manage ice sales and delivery as discussed prior to Fair. Board members handled the sign-out and delivery of most purchases. Keeping the key in the office worked best; allowing vendors to radio or call for ice was successful.

Sheriff Department-A pre-Fair meeting with Command staff should be held so that services expected from them can be shared. They need to take an active role in patrolling and assisting with situations as they arise rather than board members.

Community Service-Workers need to be focused on tasks assigned by board members or key volunteers. They should not be assigned to driving golf carts or UTVs unless accompanied by a board member or key volunteer who knows what needs to be handled, where and when.

Photographer:-Jeff Laydon provided a thumb drive of pictures which Tonya downloaded to the Fair computer and gave it to Kent Jennings to be used on the website and Fair Book. Jeff was excited to be back taking photos at Fair. His pictures and fairground coverage were excellent.

Televisions-Could not get uploaded photos to scroll. May need a different hard drive or be formatted differently. Tonya will contact County IT for assistance.

Gift Certificates-Colorado Roadhouse: One used for Super Volunteer, two used for first place Adult Pie Eating Contest winners. Some certificates are still available; Fair Board will determine how to use them before expiring. Wolf Creek Ski Area: 2024/2025 Lift Pass used for Super Superintendent.

Beer Gardens-Beer Vendor was not happy that a Liquor Vendor was right across from them in the tent even though they sold different types of drinks (beer versus mixed drinks).

Zircon-The new steel shelves were assembled and make a terrific way to organize supplies and equipment into categories within the Zircon and to keep items off the floor.

Sponsor and Fair Banners-Some banners were misplaced and not able to be picked up when needed. Suggest updating the Sponsor form to indicate when a banner was dropped off, possibly where it was hung, and who picked it up or delivered it after Fair. All banners must be wiped down without using cleaning solutions, rolled with the printing/picture inside and tied with string or plastic ribbon (no duct tape).

Chuck Wagon-Need one or two adults to help sell dinner tickets starting at 9:00am Saturday morning. 4-H Youth can assist but are not able to handle the cash box. Too many people at the main sales table which left Fair volunteers with little to do. 4-H members did not stay after dinner to remove table decorations and trash from tables or wipe down tables.

New Business: Agenda items will be moved to the September 11th Board meeting due to time constraints at this meeting.

Next Meetings: Wednesday, September 11th at 6:00pm in the CSU Extension building. The meeting on October 9th is for 2025 Officer Elections, and Board member Intent to Serve decisions. A final meeting will be on November 13th. There will not be a regular meeting in December; a social may be held.

The meeting was adjourned at 8:37pm.

Sharon Jennings/Secretary – Archuleta County Fair

Minutes approved September 11, 2024 as corrected.