

**Archuleta County Fair
Minutes of the Board Meeting
February 12, 2020**

The meeting was called to order at 6:02pm by Jason Cox. Members present: Carol Kelly, Debbie Condrey, Jason Cox, Kent Jennings, Kerry Keegan, Lisa Vail, Sharon Jennings, Timothy Vail, Tonya Steadmon, Terry Schaaf. A quorum was present. Guests present: Bill Carey, Jennifer Smith.

Special Item: Bill Carey assured us that he wants to work with the Fair in any way possible, but he needed to share information and concerns about the Rodeo RFP and costs included in it such as lodging, announcer fees, and added money for riders participating.

a) He has a meeting planned with Hill Side Inn to discuss splitting costs of rooms in exchange for having an advertising banner displayed at the Rodeo events. Numerous rooms are needed for the livestock pick-up men, the stock contractor, riders, etc.; five bedrooms would be needed for Friday night. Jason felt lodging should be arranged by the Fair rather than be included in the RFP. Terry suggested trying a vacation rental with numerous rooms. If a hotel donates rooms the Fair could give them free ad space in the Fair Book and/or Website and provide a banner.

b) Because the cost of hiring an announcer (about \$500 per) is high, Kerry will contact Kyle Tom, a Rodeo announcer from Gallup, NM to check availability and fees.

c) Payouts to around thirty bull riders and ten to fifteen bronc riders runs several thousand dollars and needs to be addressed. Jason suggested that the Fair find sponsors for needed add-on money rather than having it included in the RFP or being paid out-of-pocket by Bill. Jennifer Smith, who has regularly volunteered for the Fair, was invited to work on the Fair's Sponsorship program. She will first combine the two existing sponsorship forms into one document and will then approach businesses in an effort to raise funds. This form will be included on the website as well as available in a printed format. The Rodeo needs a cash infusion of about \$10,000 from the Fair which means the Fair must raise Sponsorship money for these events and for other Fair expenses.

d) Insurance costs about \$2,800 which is covered by the Rodeo contractor; the Fair does not supply insurance.

e) The RFP was put on the website, but also needs to be put in public places such as the newspaper and on Facebook. Kerry will write up an article and send it to Becky Jacobson or to a Facebook administrator for publishing.

f) Bill shared that his brother, Travis Carey, had passed away; as a memorial the cowboys will wear wristbands in his honor; more would be available for a donation to those interested in supporting the event.

g) Additional advertising will be required in all forms and can be combined with details about the bands performing Friday evening to encourage attendance.

Kerry suggested that if a vendor sponsored at a certain dollar level they be allowed to bring their merchandise trailers or tents onto the fairgrounds at no charge (meaning they wouldn't be charged the standard vendor fees to sell their goods). Debbie noted that the cost of renting tents for vendors is costing the Fair a lot of money; their vendor entrance fee does not cover the cost of the tents the Fair provides. One idea was to consolidate vendors under one larger tent. Vendors bringing their own tents or pop-ups need to ensure they are securely tied down as wind will blow them down otherwise.

A motion to approve the minutes of the January 8, 2020 meeting as written was made by Lisa Vail, seconded by Debbie Condrey, and approved by unanimous voice vote.

The County-approved Fair budget was supplied to the members and is also posted on the County website.

Committee Reports: a1) The Rodeo discussion is listed under the Special Item noted above. a2) Tonya is

working on wording for a Facebook vote about changing the Kids Rodeo to an earlier start time on Sunday (10am instead of 12noon). b) Terry said the Livestock Committee had a well-attended mandatory meeting.

Old Business:

A) New ideas for this year's Fair should be emailed to info@archuletacountyfair.com.

B) Sharon is ready to contact this year's honorees.

C) Debbie will get the Royalty flyer from Terry and have it updated and printed. A suggestion was made to contact Leslie about using her parade-trained mule team to carry the Royalty during the July parade.

D) Form Updates for Vendors, Sponsors, Ranch Brands need to be done. The two existing sponsorship forms need to be merged into one document. Jennifer, Debbie, and Jason will work together on this project. Jennifer was asked to begin work urgently on the Ranch Brand project, which she has helped with before, and ensure letters are sent out (Betty Shahan has helped with the clerical part in the past). Kent mentioned he'd created an Excel file that updates date fields in the Fair Book and that it could be used to update dates in other standard forms where dates change from year to year; see Kent if this might be useful on any other forms.

E) Banners that needed to be redated were taken to the vendor, Design-A-Sign.

F) Honoree biographies and photographs need to be obtained early so they can be put in the Fair Book. Sharon will revise the Board's greeting letter that goes in the Fair Book and asked for input.

G) Inventory of T-Shirts, Ribbons, and Wristbands was done by Shelly, Tim, and Lisa. Required orders will be placed in the next couple of months. Sharon asked that additional participation ribbons be added to the order for Karaoke (24) and Pie Eating (24). A sponsor, who will pay for the cost of new wristbands, may be available; the sponsor's name would be printed on the All-weekend Fair wristband.

H) Belt buckles will be ordered by Becky Jacobson. Contact her if quantity changes are needed or the last known quantity will be reordered.

I) Shelly will update the Judges contracts and get them sent out as early as possible.

J) Shelly will do the newspaper ad for an RFP for a photographer. We need a photographer in order to get Royalty and Honoree photos into the Fair Book.

K) Jason said Mike Moore is willing to help again with the Fair's electrical needs. The process needs to be documented for the future. Some pictures were taken last year which should help. The Livestock tent is erected on Saturday, the electricity is run on Sunday, and the animal pens are put up on Monday.

L) Jennifer has to build any new Ranch brand logos. Any business or individual can create their own ranch brand and submit it to the Fair; you don't have to be a Ranch to have such a logo.

M) The Bylaws, currently in the process of being updated, will be reviewed again in March as additional changes may be necessary due to the hiring of a new Fair Manager. Approval would be in April.

New Business:

A) Interviews for Fair Manager will be done once by phone and once in person. A motion to create an ad-hoc committee comprised of three Board members, Debbie Condrey, Lisa Vail, and Kerry Keegan to conduct the interview and advise the Board of their recommendation for a Fair Manager at a future special board meeting was made by Sharon Jennings, seconded by Kerry Keegan, and approved by a unanimous voice vote. A special board meeting will be called for February 26 at 6:00pm in the CSU building to hear the committee's recommendation.

B) A motion to approve Stetson Keegan as a prospective Fair Board member was made by Tonya Steadmon, seconded by Carol Kelly, and approved by unanimous voice voted. Stetson has been a Fair volunteer for several years and wants to be more involved. His application will be given to the BoCC.

An Entertainment Committee meeting will be held at 5:30pm and the next Board meeting will be at 6:00pm on Wednesday, March 11, 2020 at the CSU Extension Building.

Board Meeting Dates: March 11 April 8 May 13 June 10 July 8, 15, 22, 29
2020 Fair Dates: July 30, 31 and August 1, 2

The meeting was adjourned.

Sharon Jennings/Recording Secretary

Approved March 11, 2020 as recorded