

Archuleta County Fair Board Meeting

Minutes of the June 12, 2024 Board Meeting

The meeting, held in person at the CSU Extension Building, 344 Highway 84, Pagosa Springs, CO, was called to order at 6:00pm by president, Emily Martinez who welcomed all members attending. A quorum (7 of 8) was present: Emily Martinez, Janae Sutherland, Sharon Jennings, Alexa Martinez, Becky Ziminsky, Jane Davison, Bobby McMeens, and Fair Coordinator Tonya Steadmon.

Special Items/Open Forum: 1) Tonya attended the meeting of the CSU Advisory Board. 2) Tonya and Jane will be attending the next Rotary meeting and Tonya will thank the Pagosa Mountain Rotary for their years of service to the Fair as our Beer Garden vendor and Fair supporter as well as to ask for general volunteers. 3) A motion to allow Bad Donkey Bakery to be a Fair Vendor on Friday and Saturday was made by Jane Davison, seconded by Janae Sutherland, and approved by voice vote. They are a Cottage Foods vendor (Colorado allows "limited types of food products that are non-potentially hazardous (do not require refrigeration for safety) to be sold directly to consumers without licensing or inspections"). The owner works elsewhere and cannot be on site Thursday. 4) The bulletin boards in the CSU hallway have been removed. 5) A motion to purchase two 42" televisions and heavy-duty wall mounting hardware to be set up as visual displays of all things Fair related, including honorees, royalty, sponsors, ranch brands, daily schedule, etc., at a total estimated price of \$650 was made by Becky Ziminsky, seconded by Alexa Martinez, and approved by voice vote. Becky will reach out to Matt Martin of Sherpa Realty as a source to create a promotional Fair video. Jane can work with Tonya to show her how to use PowerPoint to create presentations. 6) Permanent signage is needed to explain that a Photographer and/or Videographer are on site at the Fair and that any images captured may be used for publicity on the Fair website, social media, etc. This is a requirement of the County attorney. Two banners and/or permanent signs should cover the fairgrounds. Vista Print is a possibility for an inexpensive banner.

A motion to accept the minutes of the May 8, 2024 Board meeting as written as made by Jane Davison, seconded by Becky Ziminsky, and approved by voice vote.

Jane presented the Treasurer's report. Total Invoices and Purchase Card charges to date totaled \$39,757. Income received from all sources stands just over \$40,000. The largest expenses, estimated, were for the fence \$8400, Kids Rodeo buckles \$2500, Ricochet deposit \$7500, Mechanical Bull deposit \$5000, Pink T-shirts \$4200, Quilt Rack \$3200. Primary income came from Ranch Brands donations \$735, Sponsorships \$24,000, Kids Rodeo Buckles \$1600, Town of Pagosa Grant \$9,000. Expected sponsorships include \$3,000 from BWD (earmarked for Ricochet and \$500 from City Market. In-Kind donations of \$7,500 have been provided for 1) hotel rooms from San Juan Motel for the Quilt Judges, Rodeo Contractors, and a 4-H Judge; from Wyndam for Wildman Phil; from Pine Valley Rentals for equipment air may rent and \$100 from Design-A-Sign, \$3,500 from Southwest Ag. A donation of housing for Tylor Brandon will be supplied by Clint and Monica Alley. Emily will continue to check for sponsors for four double-double rooms for the Ricochet band members. Additional financial information is available in Dropbox under Treasurer/Revenue and Expenses.

Marcus Rivas, who will be providing sound and setting up lighting for Ricochet, will charge \$4,500 with \$2,250 upfront as a deposit. His Invoice and W-9 have been received and his contract will be reviewed by the County Attorney. A cooler with soda and ice water will be provided. Grounds and layout will need to be reviewed. A motion to accept his proposal for \$4,500 was made by Jane Davison, seconded by Alexa Martinez, and approved by voice vote.

Committee Reports

Entertainment/Music-Additional advertising for the Ricochet concert will be forthcoming including in the Dulce, Ignacio, Durango, and Bayfield areas. The best platform for ticket sales is being determined. Emily suggested using GiveButter for presale tickets. This is a Wi-Fi fundraising platform and keeps track of ticket sales. There is an option for printing tickets at home, for scanning at the gate by multiple staff members. This may only be available for one year as a trial basis. The Square application will be used for at-the-gate admissions. County Finance and Treasurer will have to be contacted for approval to use

the County bank account. Tonya will meet with Elsa White at Treasury to get approval to use these options and set up deposit verification. As soon as that is complete, the concert can be advertised and tickets can be posted for sale. A motion to use GiveButter and to buy one terminal for Square as payment options was made by Alexa Martinez, seconded by Janae Sutherland, and approved by voice vote. If additional Square adaptors are needed, they can be borrowed from some Board members or purchased at WalMart. EMS will be asked to be present at the Thursday concert at \$150 per hour for two hours on Thursday. Additional time from the Sheriff may also be needed for that night. They will be onsite for general Fair as well. 2) Bo De Pena needs to be called about when he can do his sound check, etc.

Entertainment/Other- 1) Pricing for Mechanical Bull tickets needs to be set for Adults, Teens, Children, and for a photo. Emily will check with the company for an idea of what others have historically charged. How long is a ride? The company provides waivers for each person. The deposit request was submitted to County Finance. 2) Emily will respond to a call AJ from Shred BMX and let him know our budget constraints but will let us know if he can offer a special deal. 3) Mark Bergon visited with Tonya about the horseshoe pits and the decision was made to postpone any work on the pits this year as trying to get volunteers to repair now will be too difficult. He would like to offer the tournament as in the past.

Exhibit Hall & Quilt Program-Jane reported everything is in place except there is an open slot for a Field Crops Judge which she is working to fill. She will work on the Superintendent and Judge boxes in the next week or so. The official FairEntry program was updated by Jane and is open for registration of all types of entries including Quilt and Exhibit Hall displays. Jane will speak with Dr. Pat Love about sponsoring the Adult and Teen Homemaker of the Year awards. If willing, she will be asked to make the presentation at the Chuck Wagon Dinner which includes a check and the official ribbon.

Honorees-Sharon spoke with Mark Bergon who asked that we find another Super Superintendent as he recalled being recognized in the past (this has since been confirmed). A motion to select Shelly Cox as our 2024 Super Superintendent was made by Alexa Martinez, seconded by Emily Martinez, and approved by voice vote. Shelly was the Exhibit Hall Coordinator for years and she has since been volunteering for several more years as an Exhibit Hall Superintendent. Sharon will speak with Shelly. A motion to provide a gift certificate to a local restaurant to each of the 'Supers' was made by Alexa Martinez, seconded by Janae Sutherland, and approved by voice vote. Personalized prizes will be discussed again for 2025.

Livestock Liaison-Tonya said they are getting new banners for the prize winners which will hang at the stall of the livestock. New concrete for wash racks is going to be poured. There are 105 animals this year with 150 youth in 4-H and 75 in livestock. The Livestock Committee knows that the Fair concert is in the Arena and that it starts at 8:00pm. The sound from that isn't expected to impact the Pig Show.

Rodeos-The Rodeo Contractor is working on the flyer. Kids Rodeo will offer first place buckles and second place ribbons. Muttin' Busters will be provided with T-Shirts. There will be a numbered line-up for participants as suggested by the Contractor. Numbers could be attached to vests if easily removed/replaced since vests are shared between riders. Flyers for the GiddyUp Cup event are available for posting around town and on social media.

Royalty-1) Tonya found out that the Town selected "Back to the Future" as the theme for the 4th of July parade. Entries will line up along the road by Healing Waters. She suggested that Janae contact the Royalty Court and their parents and determine what kind of décor to use to decorate a truck or other vehicle for them to ride on, if they want any decorations. Becky Z has a Volkswagen Beetle, but any vehicle must be able to withstand the heat of driving very slowly along the parade route. Walking through the crowd was not suggested but they could walk the route as an entry. 2) Photographs will be taken at Jeff Laydon's studio on Wednesday, June 19th at 5:30pm. Janae will check with Lauren at Main Avenue to do an in-kind sponsorship of hair styling and ask Cailey's mother to do the make-up. 3) Long sleeve shirts arrived and were distributed to Royalty. The other shirts have been returned for a refund.

Old Business

The Board Oversight Sign-up sheet was passed so each Board member could select an area to oversee. Tonya may reach out to members to work in specific areas.

Sign-Up Genius is updated, link is online, and ready. Alexa and Tabitha will be asked to help coordinate volunteers during the days of Fair. Past feedback was to have written instructions for volunteers at each site.

Advertising articles for the Pagosa Sun and a radio spot with KWUF will be worked on. Existing yard signs will have dates updated with vinyl and duct tape using a Cri-Cut machine. Alexa will ask her sister if she can help make the new date labels.

The Dumpsters from County Solid Waste have been reserved.

The Beer Garden Proposal is complete and bids received. Rugby's Rescue House and the Spanish Fiesta will each donate 15% of their Beer Garden profits to the Fair. The Rotary will do a 60/40 split.

Spanish Fiesta volunteers will use Sign-Up Genius to pick slots.

Tonya is working with the San Juan Rangers to set up the parking lot and discuss needs for directing traffic.

Gifts for the Honorees will be a Gift Certificate.

Gifts for the Homemaker of the Year Gift (One Adult, One Youth) will be a cash award and ribbon.

Long Sleeve Royalty shirts were received; short sleeve shirts on are order.

Fair Poster is being worked on. Band pictures will be provided by Emily and added.

A motion to order Taco Boxes from Santy's Taco Shop for the Volunteer Dinner on Wednesday, July 24 was made by Alexa Martinez, seconded by Emily Martinez, and approved by voice vote. A stock of plates, paper napkins, etc. is in the Fair

Closet.

A Workday in the Zircon, once the asphalt for the new road is complete, may be held if we find out the Zircon will be moved. If not completed prior to Fair, we may wait until the Zircon is unloaded for Fair and have contract labor, County Maintenance, and volunteers assemble and install the steel shelves.

Instead of using wood chips (except one load to be used in muddy areas), compacted asphalt millings from the County may be used as the base under Activity Tent. Gravel is in short supply.

New Business

Crowd Control Online Training was completed by Jane, Tabitha, Tonya. Sharon and Becky intend to finish the course. Certificates of Completion will be handed over to Tonya. Several members of the Livestock Committee will also take the training.

Work on next year's budget will begin once more of our expenses and revenues are known.

Tonya said that Terry Schaaf will coordinate the Community Service Workers but Fair should supply the needed dates and times.

The ad for Contract/Seasonal Labor has been put in the Pagosa Sun newspaper. All hiring will go through Mitzi at the County.

Southwest Ag has been contracted for the loan of Golf Carts and Shuttles to be delivered Mon-Wed the week of Fair.

The Fair Book has been updated as much as possible but there are continual additions to be made as new data come in. Jane provided the Piecemakers Quilt Guild with the link. Copies can be printed as needed.

A motion to purchase a personalized cup, water bottle or similar item for Royalty was made by Sharon Jennings, seconded by Janae Sutherland, and approved by voice vote. Flowers bouquets will not be purchased.

Flowers will not be needed for Honorees; a plant will be purchased.

Tonya has ordered Toner for CSU Printer (3-Black,1-Each Color) from the County IT department.

The next meeting will be Wednesday, June 26th at 6:00pm in the CSU Extension building.

The meeting was adjourned at 7:18pm.

Minutes approved June 26, 2024 as written.

2024 Fair Meeting Dates: June 26 July 3,10,17 Aug 14 Sept 11 Oct 9 Nov 13

2024 Fair Volunteer Dinner/Meeting: Wednesday, July 24

2024 Fair Dates: Thursday – Sunday, August 1 – 4

2024 4-H Dog Show: At La Plata County Fair

2024 Quilt Entry & Registration: Friday, July 26 10-2pm / **Judging:** Saturday, July 27

2024 4-H and Open Class Horse Show: Saturday, July 27

2024 Gymkhana: Sunday, July 28