

Teton County Fair Board
Regular Meeting Minutes
Fair Office – 305 W. Snow King Ave
Monday January 14th, 2019 @ 5:30PM
****Please leave your cell phones at the front desk. ****

Mission: The mission of the TCFB is to produce an exceptional fair and administer the year round use of the fairgrounds while promoting the western heritage; uniting urban and rural communities in celebration.

Vision: The TCFB's vision is to actively engage in the pursuit and promotion of our rural and agricultural heritage, from neighborhood back yards to family farms and local businesses.

I. Call to Order

At 5:33pm, the meeting was called to order.

II. Roll Call/Pronouncement of a Quorum

Present: Emily, Gary, Marybeth, and Matt

Late: Thomas 5:48pm

Absent: Peter and Amy

III. Approval of December 17th Meeting Minutes

Gary Motioned to approve the December 17th meeting minutes. Emily seconded the motion. All in favor, no discussion.

IV. Public Comment

No public members.

V. Old Business

a. Fair Vendor Area/Fair Layout

Sara Budge and Jodi Pond from the Health Department let the Board know there will be no vendors in horse corral/Grassy Arena. If there are vendors placed there, they will not be licensed. Food service happening simultaneously with horse show on the grass = animals and food don't mix. Vendors need to be on concrete or similar; if vendors are placed on dirt, it must be dust guarded. Board asks if "enclosed food trucks be allowed?" Still not on grassy arena. Board comments that Fair visitors loved arrangement last year. Board asks about horse show being moved off grassy? Sara says no animals 2 weeks before fair.

Look for other options for food:

- Road? No because of figure 8 race staging, no place to sit, 4-H livestock line-up and Figure 8 staging.
- Tennis courts? Maybe too close to petting zoo (fenced in and handwash a plus). Power and water at tennis courts? No gates, need Parks & Rec permission
- Vendors around paintball on baseball field? Sara says that is preferable.
- Trucks only facing away from grassy on edge? Worst paths for horse walking, kicking up dust
- Exhibit Hall lawn – Can't move vendors across the street because no one will go there and Parks & Rec using for parking – not enough room

***Can't keep horses off grassy – too many events going on

- Put food trucks along rodeo and outside of grassy; heavy dust guard
- Put face paint and other non-food vendors in Grassy Arena

***Need long term plan – lease expires in 2026 – start thinking about next venue and plan it out accordingly

DECISION: Tabled

Emily motions for a special meeting to be held on 1/28 to discuss retreat, vendors, food and beer garden. Gary seconded the motion. All in favor, no discussion.

Thomas motions for staff to look for Fairgrounds title deed; if they are unsuccessful, the board pay for title search. Gary seconded the motion. All in favor, no discussion.

b. Stall Barn Updates

i. BCC 1/8/19 decision

BCC rejected all bids for stall barn.

ii. Options going forward

Possible horse port off Heritage Arena. Met with Carla Hansen from Nelson Engineering and she determined only 6 or 7 stalls would fit on each side. Extend boundary of Heritage to get 12 – 14 stalls on south side. What about snow fall and plowing? FG staff would be able to plow based on design. Concrete floors would allow for it to be used to wash bay during Fair. Budget of \$270,000 based on 2016 steel prices. Steel has tripled since then and that's why bids came back so high. What about a wood barn? Look at number of stalls used and how often they are used. Current option doesn't give room to grow. Cost might not be worth the number of stalls that can fit under the awning off Heritage Arena. Stall setup and take down is time consuming for staff; it would be better to have larger number of permanent stalls.

DECISION: look at historic use and then make recommendation of how many stalls.

c. Fair Board Business Plan

i. Facilitated Meeting on February 11th, 11-4 @ The Library

Clerk, treasurer, attorney at board meeting for Q&A. Fair Board submit questions to MB via email by 1/28.

ii. Elected Officials & Liaison Presence

Extend invites so they can pop in when they have time.

d. Fair Book & New Logo

i. Should the Fair Board pursue a contract with Michelle? There is no obligation to have one, however, it would clearly defined expectations but would have to be approved by BCC since it's over \$5000. Fair Board didn't have one with her last year and she worked well and on time. Clear objectives and goals for what board wants; holds designer accountable.

Gary motions for the Fair Board to pursue a contract with Lily Pad Creative. Emily seconded the motion. All in favor, no discussion.

ii. Rebrand of Fair logo

Use website homepage logo, scrap old logo. Looking at past Fair promotional materials, there are too many different logos. It's confusing! The Fair should be forefront and theme secondary. Fair promotional materials have not been cohesive in the past; themes should be cohesive going forward. Discussion about whether or not Jackson, WY should be on logo? Fair Board says NO. The new logo should be on all forms, paperwork, everything!

Emily motions to accept logo as discussed. Gary seconded the motion. All in favor, no discussion.

iii. Fair Book size

Should we go to a smaller size? Not sure the smaller size will insert in the paper; inserts might fall out? Smaller size will increase the number of pages. It is recommended that

we stay with 8.5 x 11 size and keep pages at 40 – 50. Add the size of book to contract with Michelle. Goal is to have books ready by June 1 when entries open. Fair Board would like to stick with original size of 8.5 x 11 with 40 – 50 pages.

- e. February JH Live Concert in Heritage Arena
 - i. No raffle, replace with a BOOT for donations/tips
Fill boot with donations at beer serving tent
 - ii. TIPS training – who went? Marybeth
Is it necessary for all board members to be certified? It is best practice and reduces liability. Goal for board attendance is to promote Fair and get on people’s radar.
 - iii. Banner dates being updated by Jackson Signs
Teton Signs went out of business. Maybe look at Exposure Signs?
- f. 2019 Sponsorships
 - i. \$10,000 collected to date. \$5,000 of it is Frazier Shows.
 - ii. Is Axis Gymnastics sponsoring Ninja?
 - iii. Excel Sheet – MASTER list...printer is down but it was emailed
Board to divide and conquer to contact 2018 sponsors for 2019 sponsorship. Upload to Google docs so everyone can have access.
 - iv. Out-of-the-Box ideas to promote sponsorship
Facebook Event, Chamber Blast, Press Release – Billy Kirk
Billy can put out internally and on Chamber blast. Easier than mailing.
 - v. Friends of Fair
Is it defunct? Talk to Carol Peterson, Eileen Wagner. Does it need to be revitalized so we can use it to receive charitable contributions? We are still receiving bank statements, there’s between \$6000-7000 in it. Rachel will look into it. Should participate in Old Bills Fun Run for Charities – deadline is May 1st.
- g. Animal Cracker Conspiracy/Stilt Walkers
Sending contract at end of Jan 3 days - \$1400/day. Wait for contract then vote. How can we accommodate their dressing room and stilt launching area request? Table out back; dressing room in Exhibit Hall, possible pop up tent?
- h. Bugology
Accepted \$8,000 for 4 days. Rachel will write staff report for BCC.

VI. New Business

VII. Fair Budget

- a. YTD Fair Budget
2 big hotel bills were paid to Golden Eagle and Homewood Suites. About \$10,000 currently leftover in Fair budget; we’ll probably go over with Fair expenses paid between now & June ie. Graphic Design contract. Contracts we are signing now for services in new fiscal year will be paid in new fiscal year. Fairgrounds’ budget has to absorb fair overage. Can expenditures for 2019 Fair go on next fiscal year?
Fair Board wants a rolling calendar with annual events listed.

VIII. Fair Events & Items

- a. Fair & Rodeo Royalty
 - 1. Lexi – Queen Contract needs to be written BY County Attorneys Office and presented to her. What do we do about non-western attire at events? And not informing board what events they will be participating in? Guideline: Would you wear this in the fashion portion of the competition? Be more precise about dress requirements. Didn’t know Jordan was at skijoring event. What’s the penalty?
- b. Big Top Tent
 - i. New Stage – options & pricing or borrow from TCSD (Gary)
Wenger quote = \$60,000. How big do we need the stage to be?

32'L x 12'W. We need 1' legs and 2' legs vs telescope. 2 step sets of stairs and no guard rails. Shop around for comparable products. Hadley contact Wenger rep with updated dimensions.

- ii. Open Casting or Invite 2018 Acts back
Invite 2018 acts back then open casting if not filled. We need to place an ad in paper and Fair Board will review submissions.

- iii. Happy Hour/Beer Garden/Liquor
Fri, Sat, Sun minimum. Liquor license will include outside arena (however they did free concert last year). Get it for a certain time period i.e. five days. Put it outside of Lion's tent. Who will staff it? Is Rotary interested? What about Kiwanis? Board decides to table this item until food/vendor area is figured out.

- c. Concert (Peter)

No confirmation, but contract sent to Whiskey Meyers.

- d. Ninja (Emily & MB)

- i. Big Announcement

Axis gymnastics interested in sponsoring; Marybeth tracking down Axis owner for sponsorship. Email announcement to Chamber, Mailchimp newsletter and promote on social media etc. Drop flyers at all the local gyms.

- e. Rodeo (Amy & Emily)

Contracts ready to go by February meeting. Beef cattle need to be included in Rodeo Scope of Work for Team Branding. Also include timing and judges for all events. Figure out how payouts work with qualifying round.

- f. Vendors

Tabled until after special meeting.

- IX. Matters & Announcements from Board & Staff
Fairgrounds is now fully staffed!

- a. Luther Propst – BCC Liaison
New Liaison

- b. PT Weekend Maintenance – Judi Nickell

- c. Website Overhaul

Need fair board and staff info and contact.

*Implement late policy if more than 20 min late – don't come? Need to be on time when we have special speakers lined up. May prohibit quorum from happening. Add to bylaws.

- X. Adjourn

Gary motions to adjourn the meeting at 8:23 PM. Emily seconds the motion. All in favor.