



**Teton County Fair Board  
Regular Meeting Minutes  
Monday March 8<sup>th</sup>, 2021 @ 5:30PM  
Zoom Meeting**

*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.*

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- I. Call to Order  
Matt calls the meeting to order at 5:35PM.
  
- II. Roll Call/Pronouncement of a Quorum  
PRESENT: Gary, Matt, MB, Steve, Hannah, Zach & Donnie  
ABSENT: Tere & Deb  
ALSO PRESENT: Rachel, Sarah, Glenn
  
- III. Adopt Agenda  
Gary motions to adopt the March 8<sup>th</sup> agenda as written. Hannah seconds the motion. No discussion. Vote is unanimous in favor, motion passes.
  
- IV. Approval of February 8<sup>th</sup> & 17<sup>th</sup> Meeting Minutes  
MB motions to approve the February 8<sup>th</sup> regular meeting minutes and the February 17<sup>th</sup> Special Budget Workshop meeting minutes as written. Steve seconds the motion. No discussion. Vote is unanimous in favor, motion passes.
  
- V. Public Comment  
No public comment.

**ACTION ITEMS**

- VI. New Business  
Hannah asks Rachel if she will send the final, itemized Fair budget request to the Board.
  - a. 2021 Fair Advertising Budget, JH Buckrail  
At the Budget workshop on February 17<sup>th</sup>, that Board agreed to reallocate advertising funds from JH Explorer and Best of JH Display ads to online advertising with JH Buckrail in the amount of \$1200. With the cuts that the Board made at the February 17<sup>th</sup> Special Meeting, some of our service contracts will come down and free up some monies that can cover this difference.

Buckrail ads work off of a credit purchasing structure. Each credit is worth 50k impressions.

For summer 2021, Buckrail is willing to bring the price per post down to \$325 for a total package of 6 posts for \$1,950 and payment upfront (around whenever the first post publishes). They will require payment upfront and before the first post kicks off. This is a 35% discount off our open rates and an additional 15% discount off the traditional 6-credit/3-month ad package that I shared in my first email for new ad partners. If you choose to jump on board again for summer 2022, the rate will likely be closer to the current ad package pricing.

Hannah motions to approve increasing the JH Buckrail advertising budget from \$1200 to \$1950. Zach seconds the motion.

DISCUSSION: Matt questions 2021 Fair advertising and how much we should spend on a small Fair. MB & Hannah agree that the Buckrail is an advertising opportunity that we've never tried before and it is good bang for our buck. Rachel reminds the Fair Board that last year was an even smaller fair and we still spent about \$6000 on advertising. All posters and rack cards were cut from the budget at the last meeting so we need to make up for that lost advertising elsewhere.

Vote is unanimous in favor, motion passes.

Deb arrives at 5:46PM.

#### b. Cleaning Scope of Work

Rachel informs the Board that most of the updates to this scope were date changes, not actual content.

Hannah motions to approve the 2021 Fair Cleaning scope of work as written. MB seconds the motion. No discussion. Vote is unanimous in favor, motion passes.

#### c. Construction Scope of Work

Hannah asks about the Construction Crew helping out with Exhibit Hall setup. Rachel says it used to be pretty extensive when the false fronts were in there. Everything changed in 2020 and staff basically set everything up. Now that we know how we want it, we will probably ask construction to help us out more.

Matt suggests adding 4-6 chairs on July 25<sup>th</sup> in the Heritage Arena for Turn N Burn.

Rachel asks Glenn about the 4-H Dog Show and what they need. Glenn confirms that the dog show is slated for Friday July 30. The equipment, and other items needed, can be brought to the ballfield on Thursday night, including: dog agility equipment, 10 x 10 popup tent, 2 tables and 4-6 chairs, sound system.

Matt suggests removing "empty wastewater for Lion's tent" on Saturday July 31<sup>st</sup> because we don't pay Macy's to do that anyway.

Hannah motions to approve the 2021 Fair Construction scope of work as written. Steve seconds the motion. No discussion. Vote is unanimous in favor, motion passes.

d. Electrical Scope of Work

Hannah asks Rachel about the grounding of generator west of the Grassy Arena on Wednesday July 28<sup>th</sup>...that should be in the Rodeo Arena since the location changed.

Hannah suggests moving “setup power for beer trailer by the covered grandstands” from Thursday to Wednesday for the concert.

Hannah says “setup power in the Rodeo Arena for food trucks” also needs to move from Thursday to Wednesday.

Matt and Hannah suggest updating Friday to “assist beer trailers and food trucks with setup” on Thursday, Friday, Saturday & Sunday.

Hannah suggests adding the Rodeo Arena lights to Wednesday for the concert.

Hannah motions to approve the 2021 Fair Electrical scope of work as written. MB seconds the motion. No discussion. Vote is unanimous in favor, motion passes.

e. Parking Scope of Work

Rachel informs the Board that she spoke with Judy Nalley from Citizens Mounted Unit earlier today. They discussed Fair parking and Judy asked about the parking attendants being able to leave as soon as the lots are full, rather than stand around until 9PM. The Fair Board doesn't feel comfortable with that because then anyone could drive onto the Fairgrounds and park wherever they want. It could be a mess. The Board agrees to change the end time from 9PM to 8:30PM.

The Board discusses the street closure. Rachel says that the Town would like us to request only the closures on Snow King Ave that we need, rather than asking for a hard 24-hour closure from Wednesday through Sunday. That means that all barricades, signage, and the parking attendant posts need to come down each night and be put up each morning. Rachel says she is happy to ask the Town to put everything up each morning and we can ask Citizens Mounted Unit to take it down each night before they leave.

Hannah motions to approve the 2021 Fair Parking scope of work as written. MB seconds the motion. No discussion. Vote is unanimous in favor, motion passes.

f. Security Scope of Work

The Board discusses the Exhibit Hall; is one security guard enough? It is determined that one guard is enough.

Hannah asks if we plan to do the beer garden in the Big Top Tent this year. The Board says yes and discusses the boundary of the beer garden. Should we extend it to the entire Grassy Arena? That will require more security guards. Rachel says the area where the beer garden is has to be contained per the requirements in our permit. Hannah suggests extending the beer garden outside of the tent just a little bit with snow fence.

Hannah suggests we update the hours of the beer garden in the scope to:

Thursday 4:00 – 8:00 PM

Friday 4:00 – 10:00 PM

Saturday 2:00 – 8:00 PM

Sunday 2:00 – 7:00 PM

Hannah motions to approve the 2021 Fair Security scope of work as written. Gary seconds the motion. No discussion. Vote is unanimous in favor, motion passes.

g. Trash Removal Scope of Work

Rachel says she eliminated the trash removal services for the petting zoo. Otherwise, the only changes are the dates.

Gary motions to approve the 2021 Fair Trash Removal scope of work as written. MB seconds the motion. No discussion. Vote is unanimous in favor, motion passes.

h. Approval of Timeline for Invitations to Bid on Fair Service Contracts

Rachel would like to put these bids out before she leaves and leave them open while she is gone. The Fair Rodeo bid deadline is Tuesday May 11 @ 4:00PM. This is the day after Rachel gets back to work so she can include them in the Board packet for May 17<sup>th</sup>. The Board can review all bids received and make their recommendations for BCC approval on May 17<sup>th</sup>. The recommended bids can then go to BCC for final approval and signing on June 1<sup>st</sup>.

Deb motions to approve the Fair Service Contracts – Invitation to Bid Timeline as written. Steve seconds the motion. No discussion. Vote is unanimous in favor, motion passes.

## **DISCUSSION ITEMS**

VII. Frazier Carnival Proposal

Rachel tells the Board that she has visited with Steve Broetsky from Frazier Shows a couple times recently. His proposal is in the packet.

Rachel also met with Carl Pelletier – TOJ and Sara Budge – Environmental Health to discuss the Town's new COVID special event policy regarding Fair. Basically, it was decided that they should regroup after Rachel gets back and as we get closer to Fair. It is too soon to tell where we will be as a community by Fair time, especially with all the vaccinating that is going on.

Rachel asked Steve the following questions:

Will there be any changes to pre-sale ticket pricing and sales since there will be less rides? Yes, Steve says they plan to sale mega-passes for \$90 instead of \$100 and keep the 4-hour passes for the same price as previous years.

How will Frazier control the number of people in the midway at one time? Currently, there are no plans to manage this.

Is there any possibility for Frazier to extend their days or hours of operation for the Teton County Fair? Steve said he will have to look at extending hours and determine whether or not it's worth it for them. They cannot add extra operating days.

How can the ticketing be restructured to limit the number of people in the midway at one time? Don't sell mega-passes? Only a certain number of tickets will be sold for a specified period of time each day the carnival is operating? Currently, there are no plans to make changes to ticketing.

#### VIII. 2021 Fair Committee Updates

##### a. Big Top Tent

Hannah will get the committee together to regroup, especially now that she knows we want to keep the beer garden. Rachel says after the service contracts go out to bid, we may have some extra money to spend on the Big Top. Zach mentions putting on a cornhole tournament. Matt asks about the stage; Rachel says the stage was cut from the budget. The 4-H fashion show occurred outside of the Exhibit Hall last year. Glenn says they can make something work wherever there is space.

##### b. Concert

Steve says that Shannon has put together an extensive list of artists for the committee to chose from. They are now whittling the list down to their top 3-5 choices. From there, Shannon will make an offer to the 1<sup>st</sup> choice, then the 2<sup>nd</sup>...so on and so forth until we hire someone.

##### c. Exhibit Hall

Matt has no updates.

##### d. Figure 8s

Gary says the committee met with Stefan Fodor & Eric Hiltbrunner, which was really helpful. We made a few additions to the rules based on Eric & Stefan's recommendations. Stefan reviewed our waiver. Zach, Stefan and Eric are going to get together on the bracketing and put it in writing.

##### e. Rodeo

Deb says there are no updates, other than that the stock contract is currently out for bid.

##### f. Royalty

Rachel lets the Board know that a \$1500 sponsorship for the program was received from Soroptimists of Jackson Hole.

## **OTHER DISCUSSION ITEMS**

### **IX. FY21 Fair Budget & Fund Balance Updates**

Rachel screen shares the current budget for the Board. She goes over the itemized expense tracking sheets for the Advertising and Royalty line items, which are most likely the only ones that will change between now and the end of the year (June 30<sup>th</sup>).

Rachel explains that the 'Special Fair Revenue Fund' tracking sheet with Fair Contracts is invalid at this point since we have submitted our budget. The budget request is basically the budget!

### **X. Matters & Announcements from Board & Staff**

#### **a. Fair & Fairgrounds Manager Report & Updates**

The tent for the 4-H livestock sale in the Rodeo Arena is coming from a company in Green River. It is 40' x 100'. Glenn says we may have to setup the sale ring up outside of the tent. Zach mentions utilizing the covered grandstands during the sale.

Rachel informs the Board of the Town's new COVID special event policy, which the Fair will be subject to when we apply for our permits. Rachel will send the Board the policy for their review.

#### **b. Fair Board Updates**

MB says that at the Commissioner's meeting earlier that day, there was mention of the tennis courts being improved. This project could have big impacts to the Fairgrounds operations, as well as Fair.

Matt mentions the "Best of Jackson Hole." The Fair is listed in a few categories, as well as MB for best realtor, Zach's business, and Jordan Lutz for "best dressed." Remember to vote everyone!

### **XI. Other**

### **XII. Adjourn**

Gary motions to adjourn the meeting at 7:25PM. Zach seconds the motion. No discussion. Vote is unanimous in favor, motion passes.