



Teton County Fair Board
Regular Meeting Minutes
Monday August 8th, 2022 @ 5:30PM
Teton County Fair Office
305 W. Snow King Ave

Mission: To produce an exceptional fair while promoting Jackson's western heritage, uniting urban and rural communities in celebration.

Vision: 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

Zach calls the meeting to order at 5:34PM.

II. Roll Call/Pronouncement of a Quorum

PRESENT: Hannah, Matt, Amy, Donnie, Steve, Zach

PRESENT on ZOOM: Tere

ABSENT: MB & Deb

ALSO PRESENT: Rachel, Sarah, Alaina McBride, Glenn Owings (4-H), Michael Schrotz (Lion's Club), Pete Kendziore (Elks Club), Blaine Crouch (JH Distributing)

III. Adopt Agenda

Hannah motions to adopt the agenda as presented. Matt seconds the motion. Vote is unanimous in favor. Motion passes.

IV. Approval of 7/11/22 Regular Meeting Minutes

Hannah motions to approve the 7/11 meeting minutes as presented. Steve seconds the motion. Vote is unanimous in favor. Motion passes.

V. Approval of 7/27, 7/28, 7/29, 7/30, 7/31 Fair Week

Special Meeting Minutes

Hannah motions to approve the 7/27, 7/28, 7/29, 7/30, & 7/31 Fair Week special meeting minutes as presented. Steve seconds the motion. Vote is unanimous in favor. Motion passes.

Tere arrives in-person at 5:45PM.

VI. Public Comment

Pete, Elks Club – Thanks the Fair Board for their work on Fair and for partnering with the Elks Lodge. With the money raised at Fair in 2021, the Elks were able to host veteran groups

for fly fishing, provide college scholarships, and put on the C-V Christmas Party. One suggestion for next year is to provide more credit card machines.

Blaine, JH Distributing – Thanks the Fair Board for our continued partnership. Everything went very smoothly this year.

Michael, Lion's Club – The club served over 1230 breakfasts this year! Thanks to the Fair Board for a smooth year. A big thank you to the Fair contractors, they did an excellent job. With the funding raised, the Lion's Club is able to provide eye and hearing exams for all school-aged children. Feedback – the larger tent was much better, suggests free parking for 60+ seniors, recommends that the Board consider ADA accessibility under the tent and maybe cut the grass shorter, ADA suggestions for restrooms (doors), consider promotional banners be hung around the Town Square notifying tourists that Fair is happening.

DISCUSSION ITEMS

VII. 'Thank You' cards

The Board signs all 'thank you' cards and puts address labels on the envelopes.

VIII. 2022 Fair Debrief

a. 4-H Shows & Sale

Glenn shares that 4-H has received a lot of positive feedback about the sale. The Construction Crew was great and on top of everything. Some people would like the sale to move back inside the barn. There was no contact from PETA/animal rights groups this year. 4-H would like to extend the public visiting hours in the barn in 2023. Sale numbers were up from last year (\$860K this year, \$840K in 2021), about the same number of animals were sold (around 100). The sound system Hughes setup around the sale ring worked great.

b. Big Top Tent/Free & Strolling Entertainment/
Beer Garden/Vendors/Lion's Breakfast

Hannah says that the Big Top Tent programming was great this year, and having the larger tent was much better. All the live music was well attended. Next year, we should consider bringing in a couple of out-of-town bands to add some diversity. Strolling acts were professional and very well-received. The train and the petting zoo were very popular, but mini golf was pretty slow. Beer garden sales were up and the credit card machines worked well. Vendors were very happy with sales; we could use more 50-amp outlets and water hook ups around the grass. We had complaints from the public about some vendors taking phone orders, rather than serving the fairgoers in line. Some vendors were upset about no re-entry on Sunday for Figure 8s. Lion's Breakfast, kids' games, and bingo were huge hits. The cornhole tournament was very popular! Next year we should increase the number of team entries and add a kids' tournament. We should also have the beer garden open during the tournament. We have several potential sponsors for this event that have already expressed interest for 2023. Race day went well and we might want to consider adding another event to the line-up.

c. Exhibit Hall

Matt would like to split the entry intake back into 2 days. We need to provide information for volunteers on how to secure tags and ribbons to entries. The Cowboy Hall of Fame display is a positive addition to the Exhibit Hall.

Amy suggests that we do more to educate the community about the Exhibit Hall and do more volunteer outreach. We should highlight the requirements for art submissions. The committee needs to start earlier in the year with planning.

Tere suggests that we print a list of past winners to put on display in the Exhibit Hall.

Hannah says that the Adult Creation divisions were lacking this year. Next year we need to consider exhibits and programming in the larger space.

Rachel recommends that we put a lot of work into the Exhibit Hall class list over the winter. We should eliminate classes that haven't gotten entries in a few years and update the class list with some new opportunities for the community to participate. We should move the entry pick up to 12-6pm on Monday after Fair, rather than 7am. We definitely saw an increase in online entries this year.

d. Frazier Carnival

Rachel informs the Board that mega pass sales were up from last year. Pre-sale tickets are our largest revenue stream. Frazier arrived much earlier than they normally do – it caused some issues with Fun Night horse trailer parking and the parking lot paint striping. The Zipper is still at the Fairgrounds due to a truck being broken down in Idaho Falls. Frazier did not provide many free carnival tickets for kid's prizes. It didn't appear that there were as many rides this year as there has been in the past.

The Fair Board would like to have a follow-up conversation with Frazier before next year.

e. Horse Show

English horse show entries were up from last year. Western/dressage entries were also up – people really love this event! Fun night was awesome & well-attended. Western performance class numbers were down and the Horse Show Committee is brainstorming ideas, maybe some class adjustments, to increase entries again. Sorting and Branding went well and were well attended – we had 100 sorting teams and 62 branding teams.

f. Night Events/Food & Beer Sales/National Anthem Singers

Katie, County Treasurer, hasn't gotten the daily deposits back from the bank yet. In the future, we need to deposit both the white and yellow deposit slips because the bank keeps the white ones, and the yellow ones go back to Katie. We need to organize our National Anthem singers earlier next year. Zach says our announcers need to plug sponsors more often throughout the night events.

Concert

Steve says the combination and diversity of artists we had this year resulted in a large turnout and a big crowd. Perhaps, we sell more tickets i.e. standing room on the arena floor. He recommends the Board consider working with another talent/hospitality service provider.

Horse Pulls

The show was run completely by the Utah Horse Pullers Association, which was really nice for the Board and staff. The added money attracted more teams and improved the event overall. The event is long (4-4.5 hours) but the pullers loved coming here, loved the ground and want to come back next year. We need to designate horse trailer parking in the east lot for the pullers if we do this event again next year.

Fair Rodeo

Donnie says that the event needed more organization. It was a scramble to pull together at the last minute. The Rodeo committee needs to communicate more with the stock contractor the day-of and throughout the winter. The show went well once it was running. Slack ran smooth, but it went long. The stock contractor showed up late which caused some difficulty for ground preparation.

Amy suggests that slack start earlier in the day. Or we could cap the number of participants in slack. We should have multiple windows in the Rodeo Entry Office open to take entries. iPads would be easier to use to take entry money vs. the Square terminal machines. We need more runner help between the Crow's Nest and the Rodeo Entry Office during the show to speed up checks getting cut. We need to figure out a better way to keep track of contestant companions. The committee needs to meet with stock contractor more prior to Fair.

Rachel says that Canvas Unlimited had limitations for tearing the Livestock Sale Tent down which pushed the slack start back later. If the sale moved back into the barn, we wouldn't have this issue and slack could start earlier. Rachel suggests that the Board provide hotel rooms so that the stock contractor arrive the night before.

Zach suggests that we draw the entire barrel race as opposed to allowing first-come-first-served in the show.

Tere says that Donnie's system for organizing the Royalty during Fair Week went well. She also recommends that the Royalty Pageant take place prior to school starting.

Tere leaves the meeting at 7:14PM.

Figure 8 Races

Our My Laps counting system worked seamlessly this year. We had one little hiccup with the system counting lap 0. It's an easy fix!

Zach says we need to find a better solution to keep the cable buried. The racers liked the track. More dirt is needed around center to protect the center barricades/flaggers. More water should be put down on the track to keep the dust down for spectators. Osprey Beverages ran out of beer for Figure 8s. We need more volunteers in the pit. The chalk board worked well so the drivers could see who was in each heat. We need to work on the brackets. We need a port-o-potty or 2 in the pit for the drivers. We need to figure out additional non-alcoholic beverage sales for Figure 8s.

Rachel suggests more water refill stations. Parks & Rec only has one so maybe the Fair Board should buy a few of their own. Rachel suggests a Pepsi water and soda sales stand and she can visit with them about it.

g. Parking

We need CMU staff policing the parking lots and organizing the parking better, in addition to them being at the parking stations themselves.

Matt says we need to monitor fire lane better in evenings. A few nights it was filled in with parked cars.

Zach agrees with Matt and suggests utilizing more cones and signage to keep the fire lane clear at all times.

Rachel suggests that we consider asking for a street closure starting Tuesday.

Amy says that the Public Works lot was filled with trash, and we should consider putting some trash bins there.

h. Royalty

The girls did a great job this year and their presence was noticed. The new sponsor flags this year were great and the girls made sure they were carried at each night event.

i. Service Providers

Cleaning, Construction, Electrical, Parking, Security, Recycling/Sanitation

Zach suggests we buy or rent big fans for Big Top Tent and the Livestock Auction. Same goes for the dance floor in the Big Top Tent.

Hannah suggests that the Vendor Committee meet with the Electrical Contractor in advance to determine the vendor layout map. We should add more electric specifications to the vendor applications. In the future, we need to place vendors closer to where the power supply will meet their needs.

Zach, regarding Security, we need to pre-plan the wristband situation for night events. Certain colored wristbands should mean certain access to different areas. We also need to confirm a "point-of-contact" with the Security Contractor. More communication needs to

happen between the Security Contractor, the Fair Board and staff, as well as who is the top decision maker. We need to communicate our rules clearly for backstage and bucking chute access during the Rodeo. There was confusion about beer sales at night events and when they should close, per our Malt Beverage Permit Application. Make sure this is communicated clearly with the Security Team.

Hannah suggests that all trash receptacles are emptied earlier in the morning. We should add this into the Trash Removal scope of work. We should consider increasing all recycling bins throughout the Fairgrounds during Fair Week.

j. Sponsorships

We had a record year for sponsorships this year! Next year, we need to emphasize the May 1st deadline more because of the Fair Book printing. We should also add more sponsorship opportunities for the Figure 8 Races – title vs. junior.

k. Volunteers

Zach gives kudos to the Horse Show Committee and how awesome they are!

Amy says the Exhibit Hall volunteers were great, but we need more of them in the future.

Matt says we partnered with some awesome groups to take tickets at our Night Events! JH Moose Rugby did a great job at Horse Pulls & Fair Rodeo. Kiwanis was late and slow to show up for Figure 8 Races. We need to do a better job of gauging ticket numbers for night events (sold out vs. tickets available at the gates) and inform our ticket takers how many folks from their organization are actually needed.

l. Other

Streamline communication between service providers and one point of contact. Hannah suggests the Board minimize communications with Rachel and staff with as many service providers as possible. The Fair Board should serve as these points of contact.

White Horse Social, we had a lot of difficulty with this group this year. It was their first time putting the event on in 2 years, so it was stressful for all. The group had several people contacting the Fair Office to make last minute requests. Hannah suggests that we consider better communication and coordination with Horse Warriors going forward and if we want to keep this charity event during Fair Week.

ACTION ITEMS

IX. 2023 TCFB Royalty Pageant/Program

The program needs some work and potentially, some rebranding. Donnie suggests a Spring Pageant at this point because we have a lot of work to do. Hannah suggests the Board consider moving to a Fair Ambassador Program. Amy spoke with some of the older girls currently involved in the program and they are very discouraged. Rachel says that from a staff perspective, we are not ready to put on a Pageant right now. There are a number of

things that need to be accomplished before we are ready i.e. revisions to the rulebook and supporting documents, securing venues, hiring judges, ordering sashes, crowns etc.

Matt motions to table to discussion on the Royalty Program & Pageant until the October meeting. Steve seconds the motion. Vote is unanimous in favor. Motion passes.

OTHER DISCUSSION ITEMS

X. FY23/2022 Fair Budget, review & updates

Rachel asks the Board if there are any questions about the budget in their packets. There are none.

XI. Matters & Announcements from Board & Staff

a. July Fair & Fairgrounds Manager Report & Updates

Rachel asks the Board if there are any questions about her monthly staff report. There are none.

b. Fair Board Updates

Rachel introduces Alaina, our newest Fair Board member, who will be joining us officially at our September meeting.

Steve thanks the Board for everything and says that he has enjoyed working with everyone.

Zach thanks Deb & Tere for serving on the Fair Board.

XII. Other

a. RMAF in Layton, UT November 9-11, 2022

The Board discusses RMAF and who may be able to attend. We will revisit this convention and opportunity at the September meeting.

XIII. Adjourn

Matt motions to adjourn the meeting at 8:32PM. Steve seconds the motion. Vote is unanimous in favor. Motion passes.