



**Teton County Fair Board  
Regular Meeting Minutes  
Monday October 9<sup>th</sup>, 2023 @ 5:30PM  
Fair Office@ 305 W. Snow King Ave**

*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

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

II. Roll Call/Pronouncement of a Quorum

PRESENT: Zach, MB, Matt, Donnie, & Amy

ABSENT: Hannah

ALSO PRESENT: Rachel & Sarah.

III. Adopt Agenda

MB motions to adopt the agenda. Matt seconds the motion. Vote is unanimous in favor.

Motion passes.

IV. Approval of 9/11/23 Regular Meeting Minutes

MB motions to approve the 9/11/23 regular meeting minutes. Matt seconds the motion.

Vote is unanimous in favor. Motion passes.

V. Public Comment

No public comment.

**ACTION ITEMS**

VI. Consideration of 2024 Knights of Valour Jousting Contract

The 2024 contract is in the Board Packet for review.

In talking with Shane, they can come on Thursday night next year instead of Wednesday – so we can move the Fair Concert back to Wednesday. KOV doesn't have to be in Sheridan, WY until Saturday or Sunday. They will arrive on Wednesday night so we'll have to provide pens and feed for the horses for 2 nights, as well as 20 straw bales for their course setup, and 10 hotel rooms for 2 nights. They are asking for a \$5000 deposit and the contract amount is the same as this year.

Matt motions to recommend approval by the Board of County Commissioners of the 2024 Knights of Valour Jousting Contract in the amount of \$16,500 for Thursday July 25<sup>th</sup>, 2024. MB seconds the motion. Discussion: Matt asks Rachel if the price has changed. Rachel confirms that the contract price is the same as this past year. The only change is that they

need 10 hotel rooms for two nights instead of 8 because they will be bringing more staff next year. Vote is unanimous in favor. Motion passes.

VII. Consideration of 2024 Fair Graphic Design for Fair Book & Promotional Materials  
The 2024 Graphic Design scope of work is in the Board Packet for review, along with a proposal and costs from Lily Pad Creative. The scope is mostly the same as last year but with a few revisions.

We have been working Michelle McCormick in this capacity since 2019. Together, we have worked hard to rebrand the Fair and make sure that all the promotional materials look cohesive, professional, and clean to elevate the profile of the Fair within the community. We have also streamlined our process of communicating throughout the project, sharing photos and content, and designing the Fair Book and other Fair promotional materials. Our process is dialed in. In the past, we have not had a signed contract and we pay her as we go. The scope of work was written last fall and Michelle provides Rachel her costs, based on this scope, to build into our budget in January/February.

The Board can see from the proposal, that printing the Fair Book is pretty costly. The proposal indicates printing less books but printing them on higher quality paper. The Board may want to discuss going digital with the Fair Book and possibly printing smaller, pocket-size brochures that highlight the full schedule, the night events, all activities & entertainment etc. Some examples are on the table for review. The Board has discussed the use of QR codes to promote the Fair recently and with one of those, we can drive people to our website and the digital Fair Book.

The Board/Staff did not print a Fair Book in 2017 due to budget constraints and the community was not happy about it. However, given the times we are in and the cost to print, many fairs around the state no longer print books. If we make the change, we will surely endure some growing pains.

Trista & Rachel met with Michelle recently to figure out a game plan for this next year, although not printing the Fair Book was not part of the conversation. This could be a big curve ball and will change everything that we do with Michelle. It may also impact sponsorship ads in the Fair Book. We do not meet with Michelle again until November 3<sup>rd</sup>.

Matt asks about the number of books printed last year versus this year. In the past, we've printed 8,000 Fair Books. Michelle's proposal indicates that 6,500 books will be printed in 2024. Zach recommends sticking with printing Fair Books, Matt agrees. Amy recommends that we print a few less Fair Books over a period of time and educate the community about the book going digital rather than just ending the printed copies cold turkey in one year. She also suggests that we start integrating QR codes into the Fair promotions for 2024.

MB motions to approve continuing to print the Fair Book and other promotional materials in scope of work as presented. Matt seconds the motion. Vote is unanimous in favor. Motion passes.

## DISCUSSION ITEMS

### VIII. Appoint 2024 Fair Committees

The 2023 Fair Committees list is in the Board Packet for review.

A 2024 committee list is in the Board Packet for review, currently listed are our standing committees and members.

It is the responsibility of the Fair Board Chair to appoint committee members. Fair Board members may serve on more than one committee. There can only be 3 Fair Board members on each committee. 4 or more would make a quorum and every meeting would have to be published online and open to the public per the "Open Meetings Act." One Fair Board member on each committee should be appointed as the "Liaison" to each committee and will serve as the representative between the committee and the Fair Board. The Liaison will be responsible for reporting committee updates at every Fair Board meeting, Community members who have a vested interest or want to volunteer with the Fair are welcome to participate on any committee.

The Horse Show Committee is a standing committee and can remain as is. Appointments are not necessary for this committee.

Zach informs the Board that the Vendor Committee will be wrapped back into the Big Top Tent & Free/Strolling Entertainment Committee. Zach makes committee appointments as listed below.

<b>Committee Name</b>	<b>Liaison</b>	<b>Committee Members</b>	<b>Contact Staff Person</b>
Big Top Tent/Free Acts/Vendors	Hannah – Big Top MB – Vendors	Hannah, MB, Matt	Rachel
Royalty	Amy	Amy, Judi, Trista	Trista
Figure 8 Races	MB	MB, Donnie, Zach	Rachel
Fair Rodeo	Donnie	Donnie, Amy, Zach, John	Trista
Horse Show (standing)	MB	MB, Catherine Tallichet, Tim Oakley, Judy Nalley, Margie Warren, John Bauer, Della Drews, Pam Scarlett, Peg Struhsacker, Kelly Tucker, Melissa Cassutt	Rachel
Exhibit Hall	Amy	Amy, Matt, Gale, Hannah, Nancy, Austin	Rachel
Concert	Zach	Zach, Donnie, Hannah	Rachel

Donnie recommends removing Team Sorting from the Horse Show Committee's purview and adding it to the Fair Rodeo Committee. Rachel recommends allowing the Horse

Show Committee time to discuss how they want to proceed with this event after the complications we experienced this year and then go from there.

Amy asks for clarification on who made the decision to merge the Vendor Committee back under Big Top Tent/Free Acts Committee. She mentions that it was voted on by the Board last year to separate them last year and create a stand-alone Vendor Committee. Zach says that it was his decision as Chair to merge it back under Big Top Tent/Free Acts Committee. He explains that we have created “the desire” amongst vendors to participate in the Fair. We now have more vendors interested than we have space for. Because of this, we can now be selective in the vendors we choose. Amy asks Rachel she has spoken with the Exhibit Hall Committee community volunteers and asked them if they want to participate again. Rachel says that she has not but is happy to do so. Amy says she will do it because they are friends of hers.

#### IX. FY24 Fair Budget Review & Updates

Rachel put together a 3-year comparison of Fair statistics, which is in the Board Packet for review.

Rachel says these stats show where we are growing, or not, from year-to-year.

Sponsorships have increased. Carnival pass revenue has increased substantially due to the price increase. The night event ticket revenue was down this year due to Jousting tickets being a lower price, and the concert not being a big hit this year. We also have to consider the # of comp tickets that were printed and given out; the more sponsorships we collect, the more comp tickets are being given out. The 4-H livestock sale gross was down but not by too much. Exhibit Hall, Horse Show, Cornhole, Weiner Dog Races, were all up this year. Beer sales more than doubled this year. Vendor revenues are substantially higher because of the new payment structure.

Year-to-date expenses are in the Board packet for review.

Rachel informs the Board that the County is working through the annual audit, which should be completed by the end of October. Accurate financial reports should be available at the November Board meeting.

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

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

Rachel updates the Board on the Teton County Fairgrounds Community Building. We have some construction projects in the works for this fall. Staff worked on the rules and fees for the new building and they have to be put out for public comment for 45 days. As long as there is not a lot of negative feedback about them, they should go in front of the County Commissioners for approval on December 5<sup>th</sup>. We hope the building will be ready for public rental/use by mid-December. Rachel submitted a WY Cultural Trust Fund grant application for a western heritage mural in the new building. We will be partnering with JH Public Art on

the project. Rachel lets the Board know that she was nominated for JH Chamber of Commerce's "Power of Place" award.

b. Fair Board Updates

There are no updates from the Board.

XI. Other

a. Rocky Mountain Association of Fairs

November 8-10, 2023 in Coeur d'Alene, ID

\$275 pp until October 13 - 3 Fair Board Members can attend.

MB, Zach, Hannah, and Rachel will be attending.

b. International Association of Fairs & Expos

November 26-29 in Salt Lake City, UT

Trista will be attending.

XII. Adjourn

Matt motions to adjourn the meeting at 6:36PM. MB seconds the motion. Vote is unanimous in favor. Motion passes.