

Colorado State Fair Board of Authority
August 23 - September 2, 2018
Meeting Minutes

THURSDAY, AUGUST 23, 2018

I. MEETING CALLED TO ORDER

Chairman Cafasso called the meeting to order at 4:00 p.m. and verified compliance with the Colorado Sunshine Act. Ms. Armijo took role and verified that a quorum was present.

The meeting was held at the Colorado State Fairgrounds, 1001 Beulah Ave, Pueblo, CO 81004.

II. ROLL CALL

Present: Don Brown, Ron Teck, Mike Cafasso, Bill Hybl, Rene Brown-Valdez and Paul Youngs.
Not Present/Excused: Becky Brooks, Lois Tochtrop, Ginny Vietti, Ronny Farmer and Rosemarie DelMonte.

Others Present: Scott Stoller, Deniece Armijo and Lea Cassidy, Colorado State Fair; Jenifer Gurr and Joy Moore, Colorado Department of Agriculture; Billy Seiber, Attorney General's Office.

III. PUBLIC COMMENT

Commissioner Hybl announced the celebration of the Broadmoor Hotel's 100th Anniversary and presented commemorative pins to the board members and staff.

IV. APPROVALS

The July, August and September meeting minutes will be approved at the October Meeting.

V. FINANCE REPORT

There are no financial reports available at this time.

VI. GENERAL MANAGERS REPORT

The concert ticket sales are tracking down compared to sales from the 2017 Fair. The two country acts booked with the rodeo are selling well. The Pueblo Chieftain creates a newspaper insert with general information about the fair and it had errors regarding the Pueblo Transit schedule. Mr. Stoller will reach out to them to clarify the shuttle times.

VII. COMMITTEE REPORTS

There were no committee reports.

VIII. OLD BUSINESS

Chairman Cafasso suggested that all media requests be directed to Mr. Stoller or Ms. Lightcap. Mr. Stoller reviewed the changes to the Small Farm & Garden competition noting that there were 29 Small Farm & Garden entries with none of them being FFA entries. He is planning to meet with the FFA advisory circle, post fair, to work through any issues regarding the changes. The name change of the category was the main issue because small farms are conceived as a non-conventional show. Some of the changes included moving field corn and conventional hay to the "other" category and adding a beardless wheat category, which is not prominently grown in Colorado. Commissioner Brown suggested that the categories removed from the competition

be added back in for next year. Commissioner Brown also plans to form a committee to work directly with the State FFA advisory circle.

There was a decent representation of rabbits in the small animal competition and a rabbit superintendent has been hired.

Crabtree Amusements will be using a cashless band instead of tokens this year. Discussion was held on the Magic Money system. The carnival will still accept tokens during the transition year.

IX. NEW BUSINESS

The daily Commissioners' schedule was reviewed. Commissioner Brown-Valdez and Commissioner Vietti were nominated to ride on the stagecoach Saturday night.

The meeting recessed at 4:33 p.m.

The meeting resumed on Saturday, August 25, 2018 at 11:13 a.m.

Present: Ronny Farmer, Rosemarie DelMonte, Mike Cafasso, Don Brown, Paul Youngs, Lois Tochtrop, Ron Teck, Ginny Vietti and Rene Brown-Valdez.

Others Present: Jenifer Gurr, Deputy Commissioner Yezak, Colorado Department of Agriculture; Scott Stoller, Lea Cassidy and Deniece Armijo, Colorado State Fair; Billy Seiber, Attorney General's Office.

Ms. Cassidy reviewed a draft of the attendance numbers from Friday, August 24, 2018. Attendance was down, compared to opening day last year. Crabtree Amusements increased the cost of the all you can ride wristbands from \$30 to \$35. Carnival revenue is up 12% even though Sneak Peak night was not held this year.

The Commission reviewed the daily schedule. Mr. Stoller provided the entry numbers for the Small Farm and Garden competition compared to last year. In 2017, there were 49 exhibitors and 1600 entries. In 2018, there were 11 exhibitors and 29 entries.

Commissioner Brown-Valdez discussed the feedback that she received from livestock exhibitors regarding the Jr. Livestock Sale drawing/elimination process. She suggested allotting the number of animals equally, not based on the number of entries. Commissioner Youngs explained the current drawing/elimination process. Mr. Seiber noted that the length of the Jr. Livestock Sale drove the current process. Former Commissioner Arndt encouraged species caps in consideration for the time of the sale. The Commission discussed the pros and cons of a floating pool instead of the drawing process.

Mr. Stoller discussed the sponsorship with the Colorado Department of Public Health. They provided anti-marijuana pamphlets and specifically wanted to target youth. There was a complaint from one of the 4H exhibitor parents regarding the pamphlet placed in the welcome packets.

The meeting recessed at 11:43 a.m.

The meeting resumed on Sunday, August 26, 2018 at 11:00 a.m.

Present: Mike Cafasso, Rene Brown-Valdez, Rosemarie DelMonte, Ronny Farmer, Paul Youngs, Ron Teck, Becky Brooks, Lois Tochtrop and Jenifer Gurr (designee for Commissioner Brown)

Others Present: Scott Stoller, Lea Cassidy, Deniece Armijo, Colorado State Fair; Billy Seiber, Attorney General's Office.

The Commission reviewed the attendance numbers from Saturday, August 25, 2018. Attendance was down 8%, although there were no concerts held at the Events Center on Friday or Saturday night. Paid gate and carnival revenue are both up and the food vendor sales will not be available until tomorrow.

The market beef show was moved to 5:00 p.m.

The meeting recessed at 11:20 a.m.

The meeting resumed on Monday, August 27, 2018 at 11:03 a.m.

Present: Mike Cafasso, Rene Brown-Valdez, Lois Tochtrop, Paul Youngs, Becky Brooks, Ron Teck, Jenifer Gurr (designee for Commissioner Brown) and Rosemarie DelMonte (via teleconference).

Others Present: Scott Stoller, Lea Cassidy and Deniece Armijo, Colorado State Fair.

Ms. Cassidy reviewed the attendance numbers from Sunday, August 26, 2018. Attendance was down 7% for the day. Carnival revenue is up for the third day in a row. The kid's fun fountain is out of service due to complaints of the surface being too slippery. Another coat of anti-slip paint down will be applied to prevent slips or falls. Mr. Seiber suggested adding signage stating the surface is slippery when wet.

The Commission requested that the cake-decorating contest be added to the daily schedule next year. Commissioner Tochtrop announced that the drawing for the Jr. Livestock Sale was successful. Former Commissioner, Mark Arndt, will bring suggestions to the Board regarding the issue of the beef and sheep shows scheduled on the same day. The show times are overlapping due to the shows running too long.

The Commission reviewed the daily schedule.

The meeting recessed at 11:23 a.m.

The meeting resumed on Tuesday, August 28, 2018 at 11:01 a.m.

Present: Mike Cafasso, Rene Brown-Valdez, Lois Tochtrop, Ron Teck, Paul Youngs, Becky Brooks and Jenifer Gurr (designee for Commissioner Don Brown)

Others present: Scott Stoller, Deniece Armijo and Lea Cassidy, Robyn Toft, Colorado State Fair.

Ms. Cassidy reviewed the attendance numbers from Monday, August 27, 2018. Cumulative year-to-date figures show that attendance is down 8% overall. The carnival ticket sales are cumulatively up 22%. The price increase of the all-you-can-ride bands is the primary reason for the boost in sales numbers. The food vendor sales are up 6% for the first three days of the fair. The Commission requested a report showing the impact that the Gabriel Iglesias show had on

last year's attendance numbers. Chairman Cafasso thanked the Commission for attending the Cowboy's Kickin' Cancer Dinner/Auction on Monday night. Commissioner Young discussed a complaint he received at the Livestock Pavilion regarding the presence of Show Time Magazine. He is not positive of the formal agreement with them but understands that they do not pay the fair to advertise. They currently hang banners, livestream the shows, use the announcer's voices for livestreaming and use pictures from the shows. Mr. Stoller will discuss this with Ms. Toft and follow up with the Commission. Chairman Cafasso is unable to attend the briefing tomorrow and asked Commissioner Teck to chair the meeting. Mr. Stoller provided an update on the kid's fun fountain explaining that a new coat of traction grit seal was applied. The bathroom caution signs will be replaced with slippery when wet stickers.

Ms. Toft arrived to review the number of species for the Jr. Livestock Sale. There is a discrepancy in the number of animals signed off by the Commission because an exhibitor placed with two different species and only the highest placed animal may go to the Sale. She reviewed the current rules.

One hundred thirty three animals are selling at the Jr. Livestock Sale. Alternates and show times were discussed. There are thirty-four steer, thirty-seven hogs, thirty-eight sheep, twenty-one goats, thirty-five lambs, two rabbits, two turkeys and two chickens were selected for the Jr. Livestock Sale.

Motion: To accept the Jr. Livestock Sale numbers as presented.
Moved: Becky Brooks
Second: Lois Tochtrop
Carried: 7-0

Each Commissioner will contribute \$100 toward the purchase of an animal at the Jr. Livestock Sale.

The meeting recessed at 11:37 a.m.

The meeting resumed on Wednesday, August 29, 2018 at 11:00 a.m.

Present: Ron Teck, Becky Brooks and Jenifer Gurr (designee for Commissioner Don Brown).
Also Present: Scott Stoller, Lea Cassidy and Deniece Armijo.

Ms. Cassidy reviewed the attendance numbers from Tuesday, August 28, 2018. Attendance was down for the day. Paid gate and carnival are both up. The pre-sales for Larry the Cable Guy have not been strong although Mr. Stoller is hoping for a good walk up crowd.

The Jr. Livestock Sale was a success and raised over \$495,000 with the Grand Champion Steer selling for \$65,000.

The meeting recessed at 11:21 a.m.

The meeting resumed on Thursday, August 30, 2018 at 10:58 a.m.

Present: Mike Cafasso, Rene Brown-Valdez, Jenifer Gurr (designee for Commissioner Don Brown), and Ron Teck.

Also Present: Scott Stoller, Deniece Armijo, Lea Cassidy, Colorado State Fair; Joy Moore, Colorado Department of Agriculture; Scott Johnson, Joint Budget Analyst for the Department of Agriculture.

Ms. Cassidy reviewed the attendance numbers from Wednesday, August 29, 2018. Wednesday's attendance was up for the day due to the pay one price promotion. Cumulatively, the attendance is down 5%. She also discussed the attendance figures from 2017 and the impact of the Gabriel Iglesias show. The concert gate revenue is up 7% overall. The food vendor sales are up 8% cumulatively. The CSU Extension office contacted the Commissioners' office regarding the complaint received on the anti-marijuana education material being distributed at the fair. The pamphlets were inserted in to the 4H exhibitor welcome packets. He also discussed the recent Pueblo County Health Department Facebook marketing campaign. They did a press release tied to free condom day during the Fair and Denver News 9 picked up the story. The Commissioners' Office is involved and reached out to the Director of the Pueblo County Health Department. Ms. Lightcap contacted 9 News to get a correction of the story as the condoms are being handed out at the Health Department, not at the Fair. Joan Jett and Old Dominion are selling well. The money raised at the Jr. Livestock Sale is down \$20,000 compared to last year. The energy of the sale seemed down. Ideas to increase the energy of the Jr. Livestock Sale will be discussed at the November Retreat. The meeting recessed at 11:29 a.m.

The meeting resumed on Friday, August 31, 2018 at 10:59 a.m.

Present: Mike Cafasso, Paul Youngs, Rene Brown-Valdez, Rosemarie DelMonte, Ron Teck, Ginny Vietti and Jenifer Gurr (designee for Commissioner Brown).

Also Present: Scott Stoller, Lea Cassidy, Deniece Armijo.

Ms. Cassidy provided an update on the attendance numbers from Thursday, August 30, 2018. Attendance was down for the day and is down 5% overall. Ticket sales for Larry the Cable Guy were minimal but concertgoers seemed to stay on the grounds after the show. The carnival sales are significantly up. Discussion was held regarding the recent 9 News report. Ms. Lightcap sent an email to them with the facts about the Pueblo County Health Department's ad campaign. The Colorado Department of Public Health's anti marijuana campaign was discussed. Deputy Commissioner Yezak is working with the State 4H offices to get them the facts about the campaign. Ms. Cassidy reviewed the food vendor sales thus far. Sales are trading up 9% overall. The new Chinese food stand is doing very well. There have been several complaints regarding the food selection and service at the Horse Show Concession, Pete's Treats. The concession contract is currently a one-year agreement.

The meeting recessed at 11:19 a.m.

The meeting resumed on Saturday, September 1, 2018 at 11:03 a.m.

Present: Mike Cafasso, Lois Tochtrop, Ronny Farmer, Ron Teck, Paul Youngs, Rene Brown-Valdez, Becky Brooks, Rosemarie DelMonte and Jenifer Gurr.

Also Present: Scott Stoller, Lea Cassidy, Deniece Armijo, Colorado State Fair.

Ms. Cassidy reviewed the attendance numbers from Friday, August 31, 2018. Attendance was down 16% for the day and cumulatively down 7%. Paid gate was down for the day although it is

up 7% cumulatively. The advanced ticket sales are calculated in the concert gate revenue line item. Concert gate revenue is slightly down although Old Dominion ticket sales are strong. Discussion was held on the percentage shows. Carnival revenue was up for day.

Motion: To adjourn the August Board Meeting
Moved: Becky Brooks
Second: Ron Teck
Carried: 9-0

The meeting adjourned at 11:27 a.m.

X

Ginny Vietti
Board of Authority Secretary

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