



## **DOUGLAS COUNTY FAIR BOARD- LIVESTOCK SALE COMMITTEE MEETING**

**WEDNESDAY, OCTOBER 7, 2020 AT 6:30 PM**

**EVENTS CENTER CONFERENCE ROOMS**

### **MINUTES**

#### **Meeting**

**Budget/Expenses:** The committee asked about the budget for 2021, Dean will discuss with each committee chair and the Chair can bring the budget back to the committee.

The committee pointed out that if the budget is the same as 2019, this will pose a challenge to do an online sale as the cost for this is higher than what has been budgeted in the past.

The question was asked if the commission rate could be higher to cover the cost of the online sale. This has been a discussion before, but the idea was not well received from the 4-H community and would be a hard sell moving forward.

**Sale Options:** Phil asked the committee for opinions on having an online, live or hybrid sale. The overall Committee consensus was to have an in-person sale with a hybrid option, they do not want to do a fully online sale unless that is the last option. Phil personally feels that there should be a live auction if possible, and believes that if COVID continues, a hybrid sale is the best option.

The question was asked of what online software would be used. All agreed that the committee should look at different options other than LiveAuctions.TV. It is important to find a company that can handle add-ons and the buyback sale. If buybacks were done during an online sale, it would make the sale even longer than it already is, however, the committee agreed that in-person add-ons need to be brought back for 2021. Pat expressed her opinion that she thinks the sale should be fully in person and if something had to be done online, it should only be add-ons with a specific end time. The committee pointed out how important the 4-H scholarship buyback sale is, and they feel they still need to support that.

Phil really liked the way that Elbert County did their sale this year using the company Willoughby Livestock Sales. The sale was done in a silent auction format, with buyers given a certain amount of time to bid on each lot. Phil reached out to Sheri Shea from Elbert County who ran the sale; at the time their decision had to be made, Willoughby did not have

a hybrid auction option. A lot of companies are moving towards doing a hybrid type sale. Pat heard from people in Elbert County that with online sales, Grand Champions and Reserve Champions were not promoted as well as they should have been and did not sell for as much. One of their biggest supporters did not support because the auction was online and not in person.

Phil heard from a few buyers that they would not come to the sale because it was online. A few others were upset because of the technology issues and vowed to not come back if we used the same online auction company.

**Online Options:** Phil will bring some options to the next meeting, including [www.SSA.com](http://www.SSA.com). Michelle will investigate the company that was used for the sale and livestream for the Colorado State Fair, Barn Media. Patti and Wes will find out who El Paso used by talking to Jonathan Vrabec or Stacey Starr.

Phil asked staff how often they are receiving COVID updates. Michelle informed the committee that they receive any updates that are sent out by the State of Colorado.

**Location:** Phil asked the committee if they preferred the Indoor Arena or the Pavilion. The committee unanimously agreed that they prefer the Pavilion. There would be no way to do the sale in the Indoor Arena if there were a rodeo on Friday night. Ben let the committee know that there was not a lot of feedback from the superintendents regarding the Sale other than that they were happy that the kids were able to have a sale. Having jackpot type shows allowed the shows to occur this year, however, Ben felt that this style show is not what Fair is, so the Show Management Committee would like to go back to a regular schedule. Pat also brought up that if the sale was in the Indoor Arena on a normal year, the Fair Board would have to ask for more money to purchase more pens for the animals to all fit in the Indoor Arena.

**Hats:** The committee received positive feedback on the hats this year. Buyers thought they were a good color and liked the “trucker” style. Pam gave the suggestion for 2021 hats to be teal with white lettering. Michelle will ask for a sample from the embroidery company. There are still quite a few hats left from the sale. If online buyers still want them, please send them to Michelle in the Fair Office and she will hand them out.

Michelle let the committee know that the buyer banners came in and she is working on getting those out. Phil asked if the banners had ever been sponsored in the past and if not, could they be a sponsorship option for 2021. The committee agreed that this was a great idea and that the sponsor could be recognized on the big screen. Phil would ask Debbie Mills to add this to sponsorship options at the \$500 level.

**Marketing:** The committee agreed that the biggest thing that needs to be advertised this year is that the 4-H exhibitors will do better if they bring their own buyers. Phil asked Pat to put together a paragraph or two regarding the sale to be sent out in the 4-H blast and to all leaders. Michelle let the committee know that she has been talking to CSU about going to Leaders Council to educate about all things Fair related. This would be a great opportunity

to talk to them about the sale as well. Rob reminded the committee that learning marketing skills is part of the 4-H project and the kids should be doing that anyway.

**Other:** The Fair Foundation had LEG Up grant project interviews last weekend; the grant committee was very confused that only one kid wanted a grant steer. Kirsten informed them that there is rumor going around that the kids don't want an animal that is hard work, and a lot of the grant steers are. The kids would rather purchase one that is not as much work and that they can get more money for at the sale.

Patti informed the committee about the 4-H Foundation general project grant program. 4-H exhibitors can ask for money for any project, but they must write a paragraph and give budget for the project. One condition of the project is that the kids must show at Fair; If they do not show at Fair, they will not be eligible for the grant in the future. The committee will award up to \$5,000 total per year(not exhibitor). They are really trying to promote and get kids involved. She is going to each club to give out information out about general project grant. If the committee would like to give her the information that Pat is going to write up, she would be happy to take it to each club as well.

At the next meeting, Phil will have met with Dean to get a budget break down and more info about the online piece.

Achievement night is next Wednesday, October 14, 2020. If you plan to attend, you must register ahead of time with Kirsten or Nicole.

**Next Meeting:**

November 11, 2020

**Comments:**