

The Douglas County Fair Board meeting was called to order at 6:31 pm on **December 17, 2020** by Dean Elliott, Chairman. The meeting was held virtually by phone. The Pledge of Allegiance was recited.

Board Members Present:

*John Adams
John Anderson
Pat Candelaria
Scott Candelaria
Dean Elliott
Sarah Fischer
Jennifer Foss
Wesley Jacobs
Debbie Mills
Phil Riesselman
Gabriel Ryan
Hayden Schmidt
Craig Sloan
Pam Spradlin
Lora Talbert*

Board Members Absent:

*Ben Alderton (notification received)
Monty Anderson
Arlie Gordon
Tom Harris
Shawn McWhorter
Jack Orr*

Associate Members Present:

*Laura Martin
Patti Russell
Pat Salazar*

Associate Members Absent:

*Barry Borges
Nick Candelaria
Matt Coyle
Darlene Craven
Deb Dilley
John Holst
Chayce Lutz
Scott McHenry
Kyle Moore
Anneliese Phippen
Dick Sabulsky
Jessica Smith
Todd Spencer
John Woodrick
Phillip Woodrick*

Staff Present:

*Kirsten Cowan
Nicole Speeding*

Staff Absent:

*Laurie Anderson
Michelle Bartlett
Kyle Christensen
Barbara Drake
Mike Ehmann
Tim Hallmark
Synneva Knopp
Luanne Lee*

Other Guests: None

Standing Members Present: None

Public Meeting

Roll Call taken by the Secretary

Dean opened the meeting stating that this is not a normal meeting and is being held by phone, as County staff is not scheduled to attend the December meeting. Jennifer Foss volunteered that she has access to Zoom and is willing to let us use that for our February meeting.

Public Comment – None

Approval of Last Meeting Minutes -

2 changes were brought forward: Delete Tom Harris from Board Members Present and add John Anderson to Board Members Absent. ***Craig Moved to approve the November minutes with the 2 changes. Phil seconded – Minutes approved.***

Consent Agenda

Removal of 4 items from the Consent Agenda:

Carnival

Feast at the Fair

Review of Revenue opportunities

Co-Chairs of Jr. Livestock Sale Committee

Phil moved to approve the Consent Agenda with the removal of the 4 items mentioned. John Seconded. Motion accepted with the 4 exceptions.

Old Business

Judge and Superintendent update

Hayden reports. Hayden and Ben are moving forward developing a contact list for Judges and will start calls shortly. A few Superintendent Applicants have been notified that they were not selected. Rules are being gone through. New Premium structure is being added along with a few other procedure changes for Show Management. Goal is to approve the rules at the January Fair Board meeting. The draft will be sent out as soon as possible for review.

Livestock Sale Leadership Recommendations

Phil reports that the Livestock Sale Committee recommends Phil and Pat as Co-Chairs. ***Phil moved the recommendation and Wes seconded. Motion approved.***

Committee Budget Discussion

Dean states that all committees have received current budgets. Continue to review these and in February or March we will start reviewing budget for 2022.

New Business

Carnival

Dean reports that Synneva recently received a note from Wagner Carnival that our Fair dates overlap Logan County and Wagner will be going to Logan. Revenue impact to our Fair is \$18,000 to \$19,000. Executive has discussed the value of having a carnival: revenues, visibility, and an added attraction to fairgoers. Executive recommended that we find another carnival. Dean was advised by staff that to do this might be a challenge because for 2021 most local Fairs are right on top of our dates. Bringing this matter to Fair Board for suggestions and a discussion of alternatives. Items brought forward: Circus Tent, Hot Air Balloons, blow up slides, carousel, reach out to CAFS for ideas, climbing walls, zip lines, Fire Department with visible ladder up – Touch a Truck – Police or Construction Equipment. Dean will touch base with Lora and Debbie during the next week and will also follow up with staff.

Feast at the Fair

Dean reports \$100+- Ticket price set and unique event planned with a purpose to attract different demographic/outlying parts of our County. A consensus was reached that this event fit our mission but the ticket price did not. Suggestions include: make the event less formal – perhaps a chuck wagon or finding people to participate with a hometown favorite recipe tasting (subject to COVID restrictions), incorporating the education element. Should we pursue these ideas? Dean opens the floor.

Jennifer Foss expresses yes, have Chuck Wagons/Dutch Ovens and authentic equipment. John Adams will get information on one like this he attended. Debbie states that Fair Foundation has this on their radar. Dani has suggested this idea as a fundraiser. Consensus that it would be advantageous to have information to help us decide and we shouldn't try to do high dollar events that might exclude our loyal Fair patrons.

Schedule Review

Hayden reports that discussions are ongoing with Noah on the Market Beef Showmanship, regarding changes to the schedule to allow fitting time. Will have further discussions with Superintendents on their goals and reasons. Show Management might look different.

Dean asks Fair Board and those involved to review the schedule and if glaring issues are found, send them to Dean.

Hayden would like to keep showmanship on 1 day to use judges efficiently.

Wes reminds that the ring is still set up from swine and would be smaller than normal for beef on that day.

Phil points out that animals are washed for the sale on Friday anyway.

Wes reminds about pictures/showmanship timing – every beef has pictures taken after market classes and sale pictures are picked from those.

Dean asks Fair Board to take a gander at the schedule based on experiences. Now is the time to go through this.

Committee to Review Revenue Opportunities

Cost vs. Revenue

Staff addition to budget is a relatively new addition

Dean asked staff to provide data that looks at and could close the revenue gap

This data was presented to the Executive Committee and the consensus was that the data warranted additional investigation.

- Camping and how we do camping is one example. Last year was a positive experience for Rodeo Contestants –a nice amenity

Dean suggests forming a Sub-Committee that would review the data and come back to the Fair Board in February with recommendations. During December and January consider ideas we may want to consider and table non-starters. Consider these thoughts for alternative revenue during our slow time.

John Adams states that these issues could be discussed within the Committees.

Wes states that some of the ideas are not Committee related.

Dean is looking to get a sense from the group if there is an appetite to look at these ideas in a Sub-Group? Is this a good use of time? The Sub-Group would then turn the ideas over to the appropriate committee

Hayden proposes getting a jump-start now.

Dean injects that this process would be proactive so that on down the road we have input on decisions being made.

Pat would like the Sub-Group to look at additional options on each idea.

Dean asks who would like to participate in the Sub-Group, look at the proposal, add substance and provide next steps.

Volunteers include:

Phil

John Adams, volunteered to Chair the Sub-Group

Craig

John Anderson

Jennifer Foss

Dean asks that anyone else interested in joining the group let Pam know.

Scott Candelaria asks what other ideas were on the proposal.

Parking, Ticketing and Open Class along with Camping.

Scott adds that the County may need to step up and add upgrades to the facilities based on results.

Dean adds that the purpose of this Sub-Committee is to at least participate in the process.

Dean will send out the power point presentation to everyone by e-mail.

Patti asks if Associates are allowed to participate. Yes, get your information to Pam

Director Comments

Craig announces that today is John Adams birthday. Happy Birthday John!

Pat reminds that at the last meeting a request was made that a Nominating Committee for new directors be formed. Dean replied that 2 folks volunteered and he requested term information from staff. He received no notice from people. This will be addressed as a Jan/Feb item.

Dean asks everyone to sit back and take a moment to reflect how 2020 has affected personally, professionally, Fair Board and 4-H. Reminds the Board what this group did in a trying time. Expressed appreciation to this group how they benefitted youth in Douglas County and how we can build on what was done for 2021. Actions and Camaraderie has been unbelievable since taking over from Pam. Taking the 4-legged stool to the next level with staff and 4-H. Thank you all very much.

As we kick off 2021, appreciate your ideas and participation. Wish everyone happy and the safest of holidays. Hope to get together in a social fashion soon.

Wes motions to adjourn, Pam seconds.
The Meeting Adjourned at 7:31 pm

Notes provided by:
Pam Spradlin
Secretary to the Douglas County Fair Board
Monday, January 18, 2021