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New Mexico State Fair Commission Minutes
Of the Special Commission Meeting
Friday, August 30, 2019
Expo New Mexico
Hispanic Arts Building
300 San Pedro Dr. NE
Albuquerque, NM 87108
2:00 p.m. – 3:30 p.m.

Opening of Meeting

Mr. Dan Mourning, General Manager introduced himself and welcomed all of the new commissioners to the New Mexico State Fair. Mr. Mourning then stated he would turn the meeting over to Commissioner Serna to officially call the meeting to order.

Call to Order by Commissioner Serna at approximately 2:06 p.m.

Commission Roll Call

Commissioners present:

Commissioner Eric Serna
Commissioner Benny Roybal
Commissioner Carol Cloer
Commissioner Thomas Spindle
Commissioner Trudy Healy
Commissioner Danielle Lowry
Commissioner Larry Chavez

Pledge of Allegiance

Pledge of Allegiance was led by Commissioner Serna.

Introduction of Commission and Guests

Commissioner Cloer introduced her daughter Karen.

Mr. Dan Mourning introduced the staff that were present:

Ken Salazar, Deputy Manager
Bill Nordin, Chief Financial Officer
Oona Gonzales, Marketing Manager
Wyndham Kemsley, PIO
Chris Bellantoni, Social Media
Antoinette Kulinna, Procurement Officer
Dupuy Bateman, Consultant
Larry Trujillo, Security Manager
Erlinda Trujillo- Entry Manager

Action Item: Approval of Agenda

Commissioner Roybal made a motion for approval of the agenda. The motion was seconded by Commissioner Healy. Commissioner Serna asked if all were in favor of the agenda, and all voted in the affirmative.

Action Item: Deferral of Approval of Minutes of October 19, 2018 Special Meeting

Commissioner Serna made a motion to defer the approval of the minutes from the October 19, 2018 special meeting. The motion was seconded by Commissioner Cloer. Commissioner Serna asked if all were in favor of the motion, and all voted in the affirmative.

Election of Officers Chairman, Secretary-Treasurer

Chairman State Fair Commission:

Commissioner Serna asked for a motion to open the floor for nominations for Chairman of the State Fair Commission.

Commissioner Cloer made a motion to open the floor for nominations for Chairman of the State Fair Commission, the motion was seconded by Commissioner Roybal.

Commissioner Cloer made a motion to nominate Commissioner Eric Serna for Chairman of the State Fair Commission, Commissioner Roybal seconded the motion, all voted in the affirmative. No other nominations were made at this time.

Secretary-Treasurer State Fair Commission:

Commissioner Serna asked for a motion to open the floor for nominations for Secretary-Treasurer of the State Fair Commission.

Commissioner Chavez made a motion to open the floor for nominations for Secretary-Treasurer of the State Fair commission, the motion was seconded by Commissioner Healy.

Commissioner Chavez made a motion to nominate Commissioner Roybal for Secretary-Treasurer of the State Fair Commission, Commissioner Healy seconded the motion, all voted in the affirmative. No other nominations were made at this time.

Commissioner Serna then asked for a motion to accept the nominations for Chairman and Secretary/Treasurer by affirmation. Commissioner Cloer made a motion to accept the nominations for Chairman and Secretary/Treasurer by affirmation, the motion was seconded by Commissioner Chavez, all voted in the affirmative.

Annual Open Meetings Resolution

Chairman Serna stated that this is the annual resolution that the State Fair Commission reviews and passes to confirm that the commission is complying with the open meeting act and identifies how, when and where the commission conducts their meetings. Commissioner Serna asked for a motion to approve the Open Meeting resolution, Commissioner Spindle made a motion to approve the Open Meetings Resolution, the motion was seconded by Commissioner Chavez, with all members voting in the affirmative.

State Fair Management Welcome Remarks

Chairman Serna asked Mr. Mourning to present the New Mexico State Fair management report.

Mr. Mourning began the report by stating that the 2019 New Mexico State Fair is just four days away and he looks forward to visiting with all of the commissioners during the Fair.

Mr. Mourning then presented the report on the 2019 New Mexico State Fair to the Commission which included;

- The theme of the 2019 New Mexico State Fair is “Love is in the Fair”. The theme has a special purpose to spread a positive message, to be inclusive, during this time of division in the country.
- The Junior Livestock Sale will be held on Friday, September 13th. The 4H and FFA kids have been working hard all year long getting ready for the Fair and the Sale. Shane Hall has been the auctioneer for the last couple of years and has done a fantastic job.
- The Midway-Carnival operator, Reithhoffer Shows from Florida, have been a great partner of the Fair for the last several years. Because of this partnership Reithhoffer has invested in the New Mexico State Fair by installing the Sky Ride on the fairgrounds at their own expense. This ride has been a great addition, not only during the Fair but during year-round events as well.
- The Visitors guide in the Journal. This is a very comprehensive guide on everything to do and see during the Fair which is available to all visitors.
- New Mexico State Fair Beer. The New Mexico State Fair has had a State Fair beer for the last four years. This year Canteen Brewery has created a German Pilsner specifically for the Fair. Canteen Brewery was the first micro-brewery in New Mexico and has won many awards. They are going to enter this beer in the Great American Beer Festival, it is that good.
- The Farm helps educate children about agriculture around the state.
- The School Days program is a great program with approximately 16,000 school children scheduled to visit the 2019 New Mexico State Fair so far. These children come from all around the state, from all types of schools.
Commission Cloer asked which day the school days program was held, Dan Mourning stated that the program is held every week day of the Fair. Mr. Mourning also added that because of the Farm and the School Days program, the State Fair is the biggest classroom in the state.
- The Villages- Showcase the talent of New Mexican musicians and artisans. They represent the diverse cultures better than any other Fair.
- The Food at the Fair- the most popular reason to visit the Fair. Our Unique foods contest will be held on Thursday, September 5th at noon. Many of our commercial concessionaires showcase the newest, most unique food during this competition.
- Visitors to the Fair - 50% of visitors to the Fair are from out of state. The New Mexico State Fair is the 2nd ranked fair in the country. That ranking is based on the value for the dollar that is provided.

Mr. Mourning then gave the commission an overview of what is happening on Expo NM grounds during the rest of the year.

- There has been an increase in rack rate on rentals of buildings just recently.
- Expo NM has had more shows during the year because of partnerships with organizations like Live Nation and AGM to name a couple.
- Expo NM is also attracting more new shows such as the Route 66 Hot Rod car show and for the last couple of years, the Gathering of Nations.

Commissioner Spindle asked Mr. Mourning to explain to the new commission the study that has been conducted for a new multi-purpose arena on the grounds of Expo NM.

Mr. Mourning stated that at this time Expo NM is stable and there is a good long-term strategic plan in place. Mr. Mourning added that the question is what does the future hold, should we fix/update the

existing buildings or look at the possibility, feasibility of building a new arena. A new multi-purpose arena will help with routing bigger shows and events through New Mexico. The study has the cooperation and support of both government and business entities and shows Expo NM would be a viable option for the arena. The study is still being finalized and Mr. Mourning will update the Commission as it becomes available.

Mr. Mourning then opened the floor to questions and comments.

Chairman Serna stated that when the Governor asked him to be on the New Mexico State Fair Commission she told him that she wanted the New Mexico State Fair to be the number One state fair in the country. Commissioner Serna feels confident that with the talent, experience and diversity of the members of this commission, that the Governor's goal is achievable. Commissioner Serna then asked each commissioner introduce themselves and share some of their experience and background.

Commissioner Lowry introduced herself and stated that she has participated in the Fair since she was very young, she entered Legos at the age of four, has shown in the Creative Arts Building for many years. Commissioner Lowry added that her family has had a business in Albuquerque for many years, they own the Turquoise Museum, Flowers by Zach Low and are getting ready to open a Café with the Flower Shop.

Commissioner Spindle introduced himself and stated that he has shown cattle during the Fair for many years and has seen the improvements made during the years that Mr. Mourning has been the General Manager of the Fair. Commissioner Spindle has worked with his family on the King Ranch in Stanley, New Mexico for twenty five years.

Commissioner Healy introduced herself and stated that she is from Taos originally and now lives in Deming and is the largest grower of New Mexico Chile in the state. She also participated in 4H Horse programs growing up and has always been interested in the farming industry. She is also branching out into the Hemp industry.

Commissioner Roybal introduced himself and stated that he is from Espanola and is the owner and President of BLR Consulting Inc. Commissioner Roybal added that he served on the New Mexico State Fair commission from 2006- 2011 and is very happy to be back.

Commissioner Cloer introduced herself and stated that she also served on the New Mexico State Fair Commission in the past and is very happy to be back. She is from Bloomfield and owns Cloer Hay Farm. She is a retired educator, high school principal and served as Director of Highland University.

Commissioner Chavez introduced himself and stated that he was born in Springer, New Mexico and has lived in Albuquerque most of his life. Commissioner Chavez added that he remember his first visit to the Fair, he rode the bus to the Fair at age 12 with friends and was able to spend the whole day at the Fair for \$20.00. Commissioner Chavez added that he has owned Dream Style Remodeling for 30 years and has exhibited at the Fair for most of those 30 years. Commissioner Chavez added that it is an honor and a privilege to serve on the New Mexico State Fair Commission.

Commissioner Chavez asked for the financial operation information of Expo NM. Mr. Mourning stated that he would be happy to provide that information to the Commissioner.

Chairman Serna introduced himself and stated that he is from Santa Fe and has served in public office for many years, including on national campaigns. He is most proud of his family and his wife's business of 33 years in Espanola.

Commissioner Healy asked what the duties of the commission would be during the Fair and about the schedule. Commissioner Roybal also asked if the schedule of events/role of commissioners could be reviewed.

Mr. Mourning stated that he and his staff would be happy to review the schedule with each commissioner and find out where their interests lie and what their schedules will allow.

Mr. Mourning added that the New Mexico State Fair Parade is held on Saturday, September 7th and hoped that all of the commissioners would be interested in participating in the Parade which draws over 50,000 people.

Commissioner Roybal asked for a list of State Fair department heads and their contact information.

Commissioner Healy asked for a roster of the Commission with contact information as well. Mr.

Mourning stated that either Wyndham Kemsley or Michele Clement could provide that information to the commissioners.

Chairman Serna encouraged each commissioner to participate as much as they can during the Fair and stated after fair he will create a schedule for regular commission meetings and will set up committee assignments.

Adjournment

Chairman Serna called for a motion to adjourn. Commissioner Chavez made a motion to adjourn, which was seconded by Commissioner Roybal, with all present voting in favor. The meeting adjourned at approximately 3:16 p.m.