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New Mexico State Fair Commission Minutes
Of the Regular Commission Meeting
Monday, January 7, 2019
Expo New Mexico
African American Pavilion
300 San Pedro Dr. NE
Albuquerque, NM 87108
11:00 a.m. – 12:30 p.m.

Call to Order by Chairman Kennedy at approximately 11:07 a.m.

Commission Roll Call

Commissioners present:

Chairman, Larry Kennedy

Commissioner David “Hossie” Sanchez

Commissioner Ruth Bitsui

Commissioner Xavier Jurado (via teleconference)

Commissioners not present:

Commissioner William “Bill” Lee

Staff Present

Dan Mourning, General Manager

Ken Salazar, Deputy Manager

Bill Nordin, Chief Financial Officer

Oona Gonzales, Marketing Manager

Wyndham Kemsley

Chris Bellantoni

Pledge of Allegiance

Pledge of Allegiance was led by Dan Mourning.

Introduction of Guests

Cameron “Chase” McCall.

Action Item: Approval of Agenda

Commissioner Sanchez made a motion for approval of the agenda. The motion was seconded by Commissioner Bitsui. Chairman Kennedy asked if all were in favor of the agenda, and all voted in the affirmative.

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

Commissioner Sanchez made a motion for approval of the minutes from the October 19, 2018 special meeting. The motion was seconded by Commissioner Bitsui. Chairman Kennedy asked if all were in favor of the minutes, and all voted in the affirmative.

Public Comment

None at this time.

Annual Open Meetings Resolution

Chairman Kennedy 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. Chairman Kennedy asked for a motion to approve the Open Meeting resolution, Commissioner Bitsui made a motion to approve the Open Meetings Resolution, the motion was seconded by Commissioner Sanchez, with all members voting in the affirmative.

Election of Officers Chairman, Secretary-Treasurer

Chairman State Fair Commission:

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

Commissioner Bitsui made a motion to open the floor for nominations for Chairman of the State Fair Commissioner, the motion was seconded by Commissioner Sanchez.

Commissioner Sanchez made a motion to nominate Commissioner Larry Kennedy for Chairman of the State Fair Commission, Commissioner Bitsui seconded the motion, all voted in the affirmative. No other nominations were made at this time.

Chairman Kennedy then asked for a motion to close the floor for nominations for Chairman of the State Fair Commission. Commissioner Jurado made a motion to close the floor for nominations for Chairman of the State Fair Commission, Commissioner Bitsui seconded the motion, all voted in the affirmative.

Secretary-Treasurer State Fair Commission:

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

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

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

Chairman Kennedy then asked for a motion to close the floor for nominations for Secretary-Treasurer of the State Fair Commission.

Commissioner Bitsui made a motion to close the floor for nominations for Secretary-Treasurer of the State Fair Commission, Commissioner Sanchez seconded the motion, all voted in the affirmative.

Chairman's Agenda

A. Committee Reports

- i. **Racing Committee Report:** Commissioner Sanchez stated that it was off-season so there was no horse racing at this time. Commissioner Sanchez added that the Downs Casino was doing well which will help with the purses for the upcoming horse racing season.
- ii. **Arena Committee Report:** Commissioner Lee was not able to attend the commission meeting today so Chairman Kennedy asked Mr. Mourning to give the commission an update on this committee. Dan Mourning stated that Populus was still working on the final version of the Arena Report. Mr. Mourning added that representatives from Populus will come to Expo NM to give a presentation once the report is finalized. Mr. Mourning stated that he anticipates that the new administration will want to have input on this project. Mr. Mourning added that he is still getting calls from promoters around the country stating that they are excited about the possibility of the new facility.

Commissioner Bitsui asked what will happen with Tingley Coliseum when the new arena is built. Mr. Mourning stated that there was not a definitive decision on what to do with Tingley Coliseum at this time, it could go away completely, but there are many people who feel this could be a great “dirt-in” facility for events such as rodeos or monster jam. Mr. Mourning added that the anticipated report will contain a few options for this facility once it is finalized.

Commissioner Sanchez asked what the cost to operate Tingley Coliseum as a “dirt-in” facility was currently. Mr. Mourning stated that he did not have an estimated cost for Tingley Coliseum as a “dirt-in” facility but the cost to maintain Tingley Coliseum without an event in the building was about \$1000.00 per day at this time.

Commissioner Bitsui stated that there are large events such as Barrel Racing held in Las Vegas, Nevada that bring in thousands of people. Commissioner Bitsui added that in the past she had found that Tingley Coliseum was not the best facility to hold this type of event. Commissioner Bitsui then asked if the new facility would be good for this type of event. Mr. Mourning stated that the new facility could be used for all types of events.

iii. **Committee Suggestions:** None at this time.

State Fair Management Report

A. 2018 State Fair Report/Expo NM Report:

2018 New Mexico State Fair Report

Mr. Mourning stated that the 2018 New Mexico State Fair had been a great Fair and once again the New Mexico State Fair has been nationally recognized. Mr. Mourning added that the New Mexico State Fair got recognition from HomeToGo.com, the travel website ranked our fair number three in the nation for affordability. Also, IAFE has upgraded the New Mexico State Fair to “MegaFair” designation, which indicates that our Fair is growing and getting better each year. Mr. Mourning added that once again SmartAsset.com has ranked the New Mexico State Fair the number Two Fair in the nation based on several criteria, including our strong variety of vendors and concessionaires.

Mr. Mourning added that all of the recognition the New Mexico State fair is receiving is due in part to the creation and addition of events and options that are not available at other venues, like the State Fair Sensory Station.

Mr. Mourning stated that Sky Ride Ski Lift has been an outstanding addition to the Fair in partnership with Reithoffer and is an example of the new and innovative options at the New Mexico State Fair. The goal is to utilize the Sky Ride Ski Lift year round at events such as Gathering of Nations PowWow.

Mr. Mourning stated that the safety and security of fairgoers is a high priority and with our partnerships with State Law Enforcement, City Law Enforcement and Homeland Security the New Mexico State Fair is one of the safest Fairs. Mr. Mourning added that staff is always exploring and implementing new and innovative ways to protect the public.

Mr. Mourning stated that the 2018 Annual Report was completed and complimented the Media Department on their great work. The Annual Report includes results of a survey taken during the 2018 New Mexico State Fair, “2018 New Mexico State Fair By the Numbers” providing statistics such as:

- Attendance Numbers: 500,000+ people attended the 80th Anniversary celebration of the New Mexico State Fair in 2018. This is the highest attendance since the New Mexico State Fair went to the 11-day format in 2011.

- Junior Livestock Sale Proceeds- the sale raised \$540,000 for the 4-H kids who participated in the Sale, which will help them to realize their plans for the future.
- 15% of the visitors to the 2018 New Mexico State Fair were first time visitors. People are rediscovering the Fair and others are visiting from Out of State.
- Almost 5000 fairgoers visited the award winning State Fair Sensory Station allowing their family members to have an opportunity to decompress and continue to enjoy all that the New Mexico State Fair has to offer.
- Record number of fairgoers attended the 2018 New Mexico State Fair Rodeo/Concert series this year, resulting in two sold out concerts, Dan and Shay and Dustin Lynch.

2019 New Mexico State Fair Report- September 5-15, 2019

Mr. Mourning stated that staff is already hard at work getting ready for the upcoming Annual Event.

2019 New Mexico State Fair Rodeo/Concert Series:

There have been several concerts booked for 2019 New Mexico State Fair Rodeo/Concert Series which include:

- Sunday, September 9, 2019 -Pepe Aguilar Presents Jaripeo Sin Fronteras. This will be fantastic concert and rodeo. There will be Bull Fighters, aerial acrobats, and horsemanship as well as a concert.
- Thursday, September 12, 2019 - Eli Young Band
- Friday, September 13, 2019 - Clay Walker

Concessions applications:

The 2019 New Mexico State Fair Concessions applications will go out by the end of the month. The concessions department is looking at many new concessionaires for the upcoming Annual Event.

Premium Books:

Premium books are being updated and will be available online by March 7, 2019.

New Mexico State Fair Theme:

Staff is already working on enhancing the “Love is in the Fair” theme for the 2019 State Fair. Staff will be gathering new ideas and stories about what fairgoers love about the Fair. The theme will be featured on and in all of the buildings during the 2019 Fair and in the advertising campaigns for the Annual Event.

Spectaculars and free entertainment:

Many of the spectaculars from the 2018 NM State Fair will be returning for the 2019 NM State Fair and staff is continuing to explore new acts as well. Staff is also reaching out to local acts to perform on the community stages around the fairgrounds.

Expo NM Report

Mr. Mourning expects 2019 to be a banner year at Expo NM. There is a major concert booked for almost every month for 2019. Mr. Mourning added that 2019 will also see many events, some new and many returning. Mr. Mourning gave the commission a sample of some of the concerts and events happening in 2019 at Expo NM.

Music Events

- Disturbed- January 17, 2019
- Panic! At The Disco- February 12, 2019
- Bob Seger & The Silver Bullet Band- March 5, 2019

Expo Events

- Oddities & Curiosities- New event- January 19, 2019. This is a new event to Expo NM and also it is the first time this event will be held in New Mexico.
- Supnationals- January 25, 2019
- Spirit of Hope Challenge- February 2, 2019
- NAGA- February 2, 2019
- ABQ Home and Remodeling- February 23, 2019
- Monster Jam- March 15, 2019
- Gathering of Nations- April 25, 2019
- Pride Fest- June 7, 2019

Mr. Mourning stated that along with the many events and concerts scheduled for 2019 there are improvements happening on the grounds at Expo NM.

Mr. Mourning explained that there are upgrades to the Flea Market happening at this time which include updating the branding of the Flea Market. There are also repairs to the Flea Market lot which will help to improve the foot traffic in and around the Flea Market. As well as branding and infrastructure improvements, there have been discussions about expanding the flea market by adding a Farmers Market and bringing back jewelry row and antique furniture row. The media department is also working on implementing a bigger social media presence for the Flea Market.

Mr. Mourning stated that along with the improvements to the Flea Market there are multiple roofing and electrical projects and updates happening around the grounds.

The Manuel Lujan building "B" is getting an update with new paint and lighting. The New Mexico State Fair Store which is located in Lujan "B" is getting additional updates that include glass doors on the exterior of the space and interior glass roll up doors. The Manuel Lujan building "C" will be getting a much needed update which will make it a more desirable space for year round rentals.

Commissioner Sanchez asked how the New Mexico State Fair Store performed during the 2018 New Mexico State Fair. Commissioner Sanchez also asked if the plan was to make this a year round store. Mr. Mourning stated that the store had been a great success during the 2018 Fair. Mr. Mourning added that the goal was to make the New Mexico State Fair Store a year round enterprise.

Mr. Mourning added that the administration offices have gotten an updated look with new tile floors and fresh paint. The reception area has been updated with a more professional look which is important because this area is often the first point of contact for visitors to Expo NM.

Mr. Mourning opened the floor for questions and comments from the Commission.

Commissioner Bitsui thanked Mr. Mourning for his report stating that it was a very good, very thorough report. Commissioner Bitsui went on to compliment the staff during the 2018 Fair, Commissioner Bitsui stated that everyone was in good spirits and that translates into a good result.

Commissioner Sanchez and Jurado also extended their thanks to Mr. Mourning for a job well done.

B. Legislative Update:

Mr. Mourning stated that there are some legislative bills being introduced during the 2019 legislative session that directly affect Expo NM/NM State Fair and staff is tracking them. Mr. Mourning added that Expo NM/NM State Fair has requested \$11 million dollars in capital outlay money during the upcoming session.

Commissioner Sanchez asked if the NM State Fair could ask for more in capital outlay money. Mr. Mourning stated that the request was based on the ICIP from the NM State Fair five year plan. Mr. Mourning stated that he had asked for a review of the previous years, which had been underfunded. Mr. Mourning added that that request was received very well.

Discussion of Meeting Calendar

Chairman Kennedy stated that the next meeting of the New Mexico State Fair Commission will be held during the first or second week of April 2019. Chairman Kennedy asked that Oona Gonzales assist with the coordination of the next meeting date.

Discussion of agenda items for next meeting

Chairman Kennedy stated that if the commissioners had any agenda items that they would like to address at the next commission meeting to please let him know.

Adjournment

Chairman Kennedy called for a motion to adjourn. Commissioner Bitsui made a motion to adjourn, which was seconded by Commissioner Jurado, with all present voting in favor. Meeting adjourned at approximately 11:46 am.