

**SWEETWATER COUNTY EVENTS COMPLEX**

**Meeting of the Board of Trustees**

**August 28, 2018**

AGENDA:

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approvals of July 24, 2018 Meeting Board Minutes
5. Financial Report
6. Approval of Checks:
  - 1st Bank Checks: 56415 – 56560
  - 1st Bank Checks: 56561 – 56562
  - 1st Bank Direct Deposits: 4931 – 5024
  - Commerce Bank Checks: 1092 – 1139
  - Commerce Bank Direct Deposits: 22657 – 22985
7. Public Comment
8. Presentations
9. Listing of September 2018 Events
10. Correspondence
11. Old Business
  - 2018 NHSFR
  - 2018 Fair
  - Rental Rates
  - Capital Projects FY 2018-19
12. New Business
  - None
13. Closing Comments
  - Staff: Executive Director
  - Board: Open Forum for Board Comments
  - Commissioner Comments
14. Executive Session, if needed.
15. Adjournment

\*Next Board Meeting is September 25, 2018\*

**Sweetwater County Events Complex  
Meeting of the Board of Trustees  
August 28, 2018**

**Call to Order:**

Chairperson Hartford called the meeting to order.

**Roll Call:**

Present: Faith Harris, Janet Hartford, Roger Torgersen, Kaye Goicolea  
Absent: Charlie Barnum, Bob Spicer, Rob Zotti and Donald Pallesen  
Also present: Executive Director Larry Lloyd, Drew Dunn, Event & Marketing Coordinator  
Lena Warren, Office Manager Erika Koshar, Marketing Manager Kandi  
Pendleton and Operations Assistant Shae Lux.

**Approval of Agenda:**

Trustee Harris moved to approve the agenda. The motion seconded by Trustee Torgersen. Motion passed unanimously.

**Approval of Minutes**

Trustee Torgersen moved to approve the July 24, 2018 board minutes as presented. The motion was seconded by Trustee Harris and passed unanimously.

**Financial Report:**

<b>Cash Balance, August 1, 2018</b>	<b>\$766,466</b>
Add Receipts	\$603,837
Less Expenditures	\$960,310
<b>Cash Balance, August 28, 2018</b>	<b><u>\$409,993</u></b>

Trustee Goicolea moved to approve the financial report. The motion was seconded by Trustee Torgersen and passed unanimously.

**Approval of Checks:**

Motion to approve-

1st Bank Checks: 56415 – 56560  
1st Bank Direct Deposits: 4931 – 5024  
Commerce Bank Checks: 1092 – 1139  
Commerce Bank Direct Deposits: 22657 – 22985

Trustee Harris moved to approve all checks as presented. Motion seconded by Trustee Torgersen. Motion passed unanimously.

1st Bank Checks: 56561 – 56562

Trustee Goicolea moved to approve checks. Seconded by Trustee Torgersen. Trustee Harris abstained. Motion passed unanimously.

**Public Comment:**

Paul Murray – Keep up the good work! He really enjoyed working during the fair.

**Presentations**

None.

**Listing of Events:**

Erika Koshar reviewed the September 2018 events.

Janet Hartford inquired about the upcoming riding schedule for the busy winter months. Pendleton noted that we should be set for this year. We'd like to move open ride night from Thursday to Monday evenings. It will alleviate stress on the maintenance crew to turn around from the weekend.

**Correspondence:**

Erika Koshar presented the following notes:

- Thank you card from Superior Sleep for a booth at the NHSFR Trade Show
- Thank you card from Whisler Chevrolet for our sponsorship for the annual charity car show. Donations went to Sweetwater 4-H.
- Thank you card from Mikel & McKenna Seneshale for meet & greet passes. Very grateful.
- Thank you card from Criss Cross Chaos for their involvement with the NHSFR Trade Show and Goats.
- Letter from Rock Springs Chamber of Commerce expressing appreciation for a successful Fair & Rodeo. Plan to begin TIPS training earlier in the year to be less chaotic.

Kandi Pendleton reviewed additional information from meeting with Rick Lee at the Chamber. The TIPS training does not seem to be relevant to the beer banding process – the procedures didn't change from prior year. Why does the Fair need to do this if the other events do not need to? Janet Hartford reviewed discussions with the Green River Chamber of Commerce.

**Old Business:**

*NHSFR* – Director Lloyd acknowledged a few bumps in the road for this year's High School Rodeo. Ticket sales and sponsors decreased and our monies were down approximately 5-10% from the previous hosting year.

The temporary stalls arrived late and were not able to be erected in time for the start of rodeo check-in. Future contracts will not go through NHSRA, but remain in our control. Currently, there are a number of temporary stalls still on the property.

The volunteers who handled the check in process were amazing and we are so pleased with how we checked in. Trustee Torgersen spoke with a lot of people and noted that most people didn't care about the stall mix up. It no longer mattered that the states were stalled together and it gave them a chance to meet new participants. Director Lloyd noted that it was usually the parents who were upset, not necessarily the contestants. He further noted that while we ran short of full hook up camp sites, it was mainly due to the additional family members requesting camp sites, rather

than the participants. We pushed as many as we could into town and were able to add the dry options.

Trustee Torgersen noted the dust was much worse this year and would like to go back to our old method. Trustee Hartford heard a lot of positive reviews of the property and community.

Director Lloyd noted that our staff was just amazing – not only the office staff but including the entire maintenance crew from the full time down to the trash-buster group.

Pendleton noted that the shooting sports venues were wonderful and we received a lot of great compliments in those areas. WWCC did a great job with the queen contest. Sw Co Road and Bridge helped mid-week to water some roadways to help with dust control and were a life saver.

It was great seeing so many families out in town, filling our restaurants and enjoying the area.

*Fair* – Director Lloyd noted that the Fair went on extremely well. People were mellow, weather was good and overall enjoyable. Beer management went well and there weren't any major problems. There was a large mix of people in the large tent after the concerts – we saw parents dancing with their children. The rest of the grounds were kept clean, by us and the general public.

Kandi Pendleton noted that the new ticket system worked really well, online ticket sales exceeded our expectations and we never had to go sell out of pocket to alleviate long lines.

Commissioner Reid brought forward a couple issues discussed by the Board of Commissioners:

- Lower number of exhibitors and vendors
- Increased flies
- Would like to see a larger 4-H focus
- Why wasn't a local caterer used for the VIP tent?
- People who don't want to attend the concert feel like they are subsidizing the concert, can we change the option.

Trustee Torgersen noted his disappointment with the variety of concessionaires.

Director Lloyd noted that the number of concessions were higher than before and a couple of normal vendors weren't able to attend due to family issues. The VIP concessionaire was chosen to provide something "different" that you can't normally get in Sweetwater County.

For ticket prices, we try to provide entertainment through cost sharing. Trustee Torgersen noted that the ticket provides a lot of added value – if you choose not to participate in a certain part, that is your choice.

Director Lloyd further noted that we have a large following from Evanston, WY and we received a great number of compliments for not only our event, but the incredible support from our Board of County Commissioners.

Kandi Pendleton noted that moving the rabbits & poultry into the small hall has really grown well. The group was happy and the static group decided themselves to keep all the 4-H materials within that building rather than moving into the Exhibit Hall.

Trustees Torgersen and Hartford noted that the larger focus on 4-H needs start from within and we'd be happy to help year round if they had any ideas for us. The overall numbers are decreasing, but it's definitely cyclical participation.

*Rental Rates* – Kandi Pendleton presented the same spreadsheet that we've worked on for the last couple of months. Staff presented recommendations for all rental rates.

Trustee Hartford noted that she believes the Indoor Arena – Livestock Hourly Rental rates is too large of a jump from \$25 to \$40. She would like to see it come down to \$35.

Trustee Torgersen recommended the nightly stall rental be moved from \$17/night to \$20/night.

Trustee Torgersen moved to approve the presented rate increases increasing the stall rate. Trustee Harris seconded. Motion to increase rates, including the stalls was approved unanimously.

*Capital Projects* – Director Lloyd noted that we are moving forward with the capital project list determined last Spring. We have just started meeting with engineers and determining a final plan for each section, specifically the Exhibit Hall.

Trustee Harris requested a list of capital projects with noted progress each month.

Director Lloyd would like to take the Board on a walk around the Exhibit Hall to review the renovations and game plan for each one.

### **New Business:**

*New:* Director Lloyd noted that we've had conversations with the FMCA with understanding that we'd have a multiple year contract. The Executive Director decided that it would be a single year contract and we pulled our offer from the table. The Executive Board has now come back to note a request for rallies held in 2020 and 2023. We will issue a letter of intent to work out a final agreement.

Lena Warren noted that we are working on the Tiffin rally agreement, finalizing this week. She noted that discussions continue with the RV Escapees, the AirStream rally and Wally-Byam for June rally dates.

The conversations with these groups not only add us as an option for future rallies, but as an overnight stop for groups coming through I-80.

Director Lloyd additionally noted that we'd like to create our own horse event. NHSFR may find a permanent home and we will be able to host our own event.

**Closing Comments**

*Executive Director:* We have a lot of work to do before the weather turns and we are excited that we received some monies to put improvements back into the facility.

He expressed his displeasure with the City of Rock Springs in regards to holding our malt liquor license until the last minute of the summer.

*Commissioner West:* The airport is approaching the Commission with a request to expand and renovate the commercial aviation center. They are projecting 10-14 Million for the project and will rely on the partners to come up with the money. It's a good sign that ridership is increasing year over year. This will mean about \$700,000 contributed from Sweetwater County and about \$300,000 from the City of Rock Springs.

*Board Members:* Trustee Harris thanked the staff for all the hard work they put into our summer events. Trustee Torgersen noted that we got through the hiccups together and the events turned out great.

Trustee Hartford noted that she has the final contract for the Executive Director.

**Adjournment:**

Trustee Harris moved to adjourn the meeting and enter an Executive Session and Trustee Torgersen seconded. Motion passed unanimously.

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Janet Hartford, Chairman

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Roger Torgersen, Secretary