



**Teton County Fair Board
Regular Meeting Minutes
Monday February 8th, 2021 @ 5:30PM
Zoom Meeting**

Mission: The mission of the TCFB is to produce an exceptional fair and administer the year-round use of the fairgrounds while promoting the western heritage; uniting urban and rural communities in celebration.

Vision: The TCFB's vision is to actively engage in the pursuit and promotion of our rural and agricultural heritage, from neighborhood back yards to family farms and local businesses.

- I. Call to Order
Matt calls the meeting to order at 5:32 PM.

- II. Roll Call/Pronouncement of a Quorum
PRESENT: Gary, MB, Zach, Tere, Steve, Hannah
ALSO PRESENT: Rachel, Sarah, Alyssa, Arne, Glenn, Hallie P., Shannon McCormick & Jodie Pond
ABSENT: Donnie & Deb

- III. Adopt Agenda
Hannah motions to adopt the agenda with one addition; add the Fair Concert as Action Item "F" including the budget, ticketing and venue. MB seconds the motion. No discussion. Vote is unanimous, motion passes.

Deb arrives at 5:34 PM.

- IV. Approval of January 11th Meeting Minutes
MB motions to approve the January 11th meeting minutes. Hannah seconds the motion. No discussion. Vote is unanimous, motion passes.

- V. Public Comment
COVID 19 Presentation from Jodi Pond, TC Health Dept.
2 goals for the presentation:
 - Discuss vaccine approval and priority populations.
 - Discuss COVID-19 vaccination distribution in Teton County.4 key messages: wash up, mask on, space out, stay home when sick
CDC has 2 goals for COVID 19 vaccine allocation:
 1. To prevent morbidity and mortality.
 2. To preserve societal functioning.Separation of roles:
 - State determines priority groups and orders vaccines.
 - County coordinates and administers the vaccine.

Anticipating that priority groups 1a, 1b, and 1c – which makes up about 4,000 people in Teton County - will be vaccinated by June 1st. Youth 16 and under are not currently approved for the vaccine.

From December – February 5th, Teton County has received 5,125 total doses of the vaccine. Most of these have been administered to frontline health care workers.

Herd Immunity = 70-80% of the population is immune to the disease either through previous infection or vaccination

Anticipated Timeline for Teton County

End of Summer 2021, Anyone who wants to be vaccinated will have the opportunity.

Fall 2021, Teton County will be in yellow.

Early 2022, Green = new normal.

Masks are not going away anytime soon. Even if people get the vaccine, it is important to continue wearing masks until we reach Herd Immunity. Maybe by the end of 2021, we will not have to wear masks anymore.

ACTION ITEMS

VI. New Business

a. Rescheduling of April/May Fair Board Meetings

Rachel talks about how this time of year marks the transition between the highest number of COVID cases/winter/flu season and spring/summer season. Last year, at this time, we were in a “hurry up and wait” situation for Fair planning. By moving the April meeting a week earlier and the May meeting a week later, we will be afforded more time to gather information and make more-informed decisions about the 2021 Fair. Also, by this time, we will have a better idea of the COVID 19 picture for summer.

Hannah motions to approve rescheduling the April Fair Board Meeting a week earlier on April 5th and the May Fair Board Meeting a week later on May 17th. Gary seconds the motions. Steve mentions that April 5th falls within Spring Break. All in favor, motion passes.

b. FY22 Fair Budget Request

The FY22 budget request before the Board is basically the original FY21 budget request with a few tweaks and updates. These numbers reflect the Fair Board’s original request before we had to cut 20% last spring. If the Fair Board is comfortable with this budget, a recommendation for approval is in order tonight. However, if the Fair Board would like spend more time going through this budget request line-by-line, a special meeting may be scheduled. The meeting must be scheduled prior to February 26th because that is deadline for submittal.

Hannah motions to table the FY22 Fair budget request and schedule a Special Budget Workshop Meeting for Wednesday February 17th at 5:30PM. Tere seconds the motion. Tere asks about the narrative Rachel mentioned earlier – she did not see it in the packet. Rachel says she only wrote a narrative for the Fair revenues. Vote is unanimous, motion passes.

c. Scales & Tails Reptile Exhibit Contract

The Fair Board recommended BCC approval of the contract at their February 10th, 2020 meeting; the BCC, then approved and signed the contract. Next, we sent Scales & Tails a \$600 deposit on March 19th, 2020. After the Fair Board decided to cancel all entertainment portions of the 2020 Fair, Scales & Tails agreed to hold our deposit and roll our contract over for 2021. The updated contract is included in the Board packet.

The Board discusses whether or not this contract should be approved now or after the budget is approved. Rachel explains that it is ok for the Board to approve the contract now because we have enough money in the Fund Balance to cover the commitment. Rachel says that the Board can approve the contract now or table and wait until we have more info. More specifically, about COVID and what it will look like come Fair time.

Hannah motions to recommend approval of the Scale & Tails reptile exhibit contract by the Board of County Commissioners for a total of \$6000. MB seconds the motion. Vote is unanimous, motion passes.

d. Approval of 65th Fair Logo & Fair Book Cover

Starting in December 2019, staff began working with Michelle McCormick (Lily Pad Creative) on the 2020 Fair Book. We worked all winter and spring on updating content and dialing in the design. The Fair Board then had to make the difficult decision not to print the book, after having to substantially down-size the Fair and cancel all entertainment. In short, the logo, the Fair Book and all other promotional items are basically done, they just need a few small tweaks. Updated 65th Annual logos, Fair Book cover and Facebook cover photo are included in the meeting packet for review.

Tere motions to approve the 65th logo, Fair Book cover and Facebook cover photo as presented. Hannah seconds the motion. Deb & Steve agree that the logo in red looks better than white. Vote is unanimous, motion passes.

e. 2021 Fair Advertising opportunities – JH Explorer Magazine

In 2019, the Fair Board was approached by the Chamber to place an ad in their JH Explorer Magazine. This is the “go-to” publication for area visitors and it is important for the Fair to be in front of these folks. It is also a good partnership between the Fair Board and the Chamber because the Chamber serves as the conduit between the Fair and visitors and is an effective advocate for local activities and events. Last time, the Fair Board purchased a half page, color ad for \$1599. The price has not increased and will remain the same. The media kit is included in the meeting packet.

Gary motions to approve purchasing a half page ad in the 2021 JH Explorer Magazine for \$1599. MB seconds the motion.

Discussion: Gary & Steve think we should move forward with Fair planning, including advertising, as if it is a normal year. MB, Tere & Hannah agree that since we will have to limit

group size at Fair, we should not be trying to attract visitors. Zach does not think this is a necessary expenditure at this time and that we should focus our efforts on the local crowd vs. the tourist crowd. Tere asks if there are other advertising opportunities with the Chamber that we may be able to do instead of this one. Rachel says yes and she can find out what they are for the Board.

Gary & Steve vote in favor of the motion. Matt, Tere, Deb, MB, Hannah & Zach vote against the motion. The vote is 6-2 against, the motion fails.

f. Fair Concert (added to the agenda at the beginning of the meeting)
Steve tells the Board that the committee met last Friday February 5th. The Fair budget, venue and ticketing was discussed. Steve introduces Shannon McCormick. Shannon informs the Board about a COVID observer, which is a concept or role that has emerged from Hollywood and enables events to happen during the pandemic. It is basically someone who patrols events to make sure that attendees are complying with COVID safety parameters i.e. wearing masks, staying social distanced, assisting with cleaning efforts etc.

Shannon makes the Board aware of potential artists that the committee discussed and says that he is comfortable with charging a \$20 ticket price. MB says that if there were a year that we could charge a ticket price, this would be it because people are desperate to see music. Hannah recaps the committee's recommendations for approval by the Board for tonight, which include: the budget, the venue and ticket pricing. She also mentions that the ticket price will depend on the artist that is hired. Shannon lets the Board know that if we charge a ticket price, that will have to be included in the artist's contract.

Hannah motions to move the concert venue from the Grassy Arena to the Rodeo Arena. Zach seconds the motion. Zach mentions rolling the arena before the concert; it may be tough to do. Shannon says that we will plan to have folks both in the grandstands and on the arena floor. The motion passes with a unanimous vote.

Hannah motions to charge a concert ticket price between \$5 and \$25. Zach seconds the motion. The motion passes with a unanimous vote.

DISCUSSION ITEMS

VII. 2021 Fair Committee Updates

a. Big Top Tent, Hannah

The committee met and is looking at a lot of the same things they wanted to do last year. The committee would like to apply for both Malt Beverage permits i.e. the one we need for night events and the other one we need to have Farmstead Cider. WY Stargazers are not comfortable bringing their inflatable planetarium during the pandemic so we probably won't be able to work with them this year. Committee wants to do cornhole tournament, bingo, Eastern Shoshone dancers, poetry walk w/ the Library, kid's quickdraw, music during happy hour every day, farm-to-fair luncheons, maybe a DJ one night, and the 4-H dance. Bland Hoke is in for the art installation. Gary suggests a popcorn and beer night.

b. Concert, Steve

Update was provided earlier.

c. Exhibit Hall, Matt

Matt is going to send an email to the committee about the County's centennial. Rachel asks the Board to consider moving the Exhibit Hall entry in-take and judging to Tuesday, instead of splitting it between Tuesday and Wednesday. We have so much going on Wednesday and only the 4-H horse Show on Tuesday. On Wednesday, everyone is flat out with the vendors and concert setup and we need all hands-on deck to get the Exhibit Hall setup. That way we can also open it to the public a day earlier.

d. Figure 8s, Gary

The committee discussed the event briefly. The bracketing needs work. We need a giant white board and jumbotron. The committee would like to take 36 entries this year instead of 30. There has been some discussion about the track and using tires instead of jersey barriers in the center and making it bigger. The committee wants to meet with Stefan Fodor, Eric Hiltbrunner and Joey Parker – Rachel will reach out to them and set something up.

e. Rodeo, Deb

The Invitation to Bid will be published in the weekly newspaper this Wednesday (2/10) and next Wednesday (2/17). Instructions to Bid will be available via hard copy in the office next Wednesday and electronically on the Fair website and Public Purchase. The deadline to bid is Tuesday May 11th by 4:00PM. The Fair Board will review all bids and approve one at their May 17th regular monthly meeting. Rachel is going to email the bid packet to Rawlee & Dalonna w/ IMPRA, all the current IMPRA-approved stock contractors and JH Rodeo.

f. Royalty, Tere

No updates because the committee has not met recently.

OTHER DISCUSSION ITEMS

VIII. FY21 Fair Budget & Fund Balance Updates

Rachel gives the Board an update on the FY21 budget and the reversal that brings the Fair budget out of the red and back into the black. She also gives the Board an update on their fund balance with the most recently committed contract amounts.

IX. Matters & Announcements from Board & Staff

a. Fair & Fairgrounds Manager Report & Updates

Matt asks Rachel why Hallie P. from the Fairgrounds in Driggs called into our meeting tonight. Rachel says they are peers and they talk every few months; they are resources for each other help each other out on occasion with Fair stuff and Fairgrounds operational issues.

Rachel lets the Board know that vendor packets went out February 1st and we have 3-4 vendors signed up so far. They are all Mexican-food vendors but keep them coming!

Rachel lets the Board know that about \$3500 in sponsorship money has come in.

Rachel lets the Board know that Housing was not granted the funding that they needed to start building on the grass by the Exhibit Hall. With that being said, we will have both the building and the grass for 2021 Fair. The parking lot, however, is a different story and we will have to work with the Town to figure that out. Matt says we will need to make sure that no cars are parked along the grass during Fair just so people can access the free attractions easier. Steve asks about the Train and whether or not they will be able to setup in their usual spot in front of the Exhibit Hall.

Canvas Unlimited will not be able to setup the 4-H livestock sale tent for us this year. They are too busy and don't have the manpower. Pam referred Rachel to Peak Stretch Tents in Teton Valley, ID but Rachel doesn't think this kind of tent will work. Zach encourages Rachel to reach out to Signature Tents in Idaho Falls, as well as Cowboy Country Tent Rentals in Pinedale.

Rachel gives the Board an update on the future of the Fairgrounds and the neighborhood planning process. After speaking with the County Planner, Chris Neubecker, it sounds like the public process will start the middle of February. The Fairgrounds needs to have a presence at these meetings going forward and Rachel will keep the Board posted on when the meetings occur.

b. Fair Board Updates

X. Other

XI. Adjourn

Gary motions to adjourn the meeting at 7:48 PM. MB seconds the motion. The motion passes with a unanimous vote.