



**Teton County Fair Board
Regular Meeting Minutes
Monday March 13th, 2023 @ 5:30PM
Fair Office @ 305 W. Snow King Ave**

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
Zach calls the meeting to order at 5:31PM.
- II. Roll Call/Pronouncement of a Quorum
PRESENT: Zach, MB, Hannah, Matt, Donnie, & Amy
ALSO PRESENT: Rachel, Sarah, Glenn Owings, Bode Wilson, Julien Hass on Zoom
- III. Adopt Agenda
MB motions to adopt the agenda as written. Hannah seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.
- IV. Approval of 2/13/23 Regular Meeting Minutes
Hannah motions to approve the 2/13/2023 regular meeting minutes as written. Matt seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.
- V. Approval of 2/24/23 Special Meeting Minutes
MB motions to approve the 2/24/2023 special meeting minutes as written. Matt seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.
- VI. Public Comment
Julien Hass asks the Fair Board if they have considered asking the Town about acquiring the tennis courts and Mateosky ball field for more space. Particularly, if a new location for the Fairgrounds is not identified/confirmed within the next 10 years.

ACTION ITEMS

VII. Consideration of Fair Concert Stage & Sound Production Expenses
We received a new quote from Hughes Production for the Concert stage & sound production. Originally, we budgeted \$17,878 and the new estimate is for \$27,964. This is \$10,000 more than we were expecting. We do not have enough money in the budget currently to cover this expense.

Hannah asks if it's too late to adjust the budget. Sarah says it is not and that staff will just have to email Alyssa and let her know. She can make the adjustment in the Fair Board's request.

Basically, the date change for the Fair Concert from Wednesday night to Thursday night is turning out to be an expensive move for us. Hughes could have continued doing the concert for us if it had remained on Wednesday night. However, with us moving it to Thursday, Hughes has 2 other large events (Music on Main in Victor & Grand Teton Music Festival) on the same date. They do not have enough staff or sound equipment to do 3 large events in one day. Hughes has been working hard to find us another option and subcontract our event out to one of their partners. The stage, equipment and crew will be coming from Denver and Salt Lake City.

Budgets for each night event are in the Board packet for review. Given these projections, the Concert will lose a lot of money this year, which has historically been the case. We've been lucky the last 2 years and have actually made money on the Concert.

Raising ticket prices is really our only option to offset this increased expense, other than increasing sponsorship revenues by another \$10k, and we do have a \$10,000 Fair Concert sponsorship coming. Rachel with spoke with Andy on Friday afternoon and he said he didn't think the bands would have a problem with us raising ticket prices by \$5. The bottom line is that the bands would want a cut of the ticket money if we were making money, but we are not.

If Jousting is a huge hit this year and we want to bring it back, we need to get Jousting on the calendar ASAP for Thursday night in 2024. Then we can move the Concert back to Wednesday night and Hughes can do the stage & sound production again.

If the Board decides not to increase the Concert ticket or sponsorship revenue lines items, then the total deficit and request to the BCC will be \$142K.

Hannah motions to approve increasing the Fair Events & Shows expense line item from \$270,578 to \$280,664 to cover the Fair Concert stage & sound production estimate. MB seconds the motion.

Discussion: MB does not think we should increase ticket prices for revenues. Matt agrees that we should try to keep costs low for the attendees. Rachel mentions that if we approve this expense without making a change to revenues the deficit will also increase. Vote is unanimous in favor. Motion passes.

There is no motion to increase any revenue line items.

VIII. Consideration of 2023 Fair Concert Support Act

Odyssey Touring, LLC's redlined contract for Corb Lund is in the Board Packet for review. This contract is \$20,000 - 50% is due upon the signing and execution of the contract. The remaining 50% is due after the performance on 7/27/2023.

Hannah motions to recommend approval by the Board of County Commissioners of Odyssey Touring, LLC's contract, in the amount of \$20,000, for the 2023 Fair Concert support act. MB seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.

IX. Consideration of the Green Hat Clown Agreement

The agreement and more information are in the Board Packet for review.

The cost is \$3000 and he needs a hookup for one night and stalls for his horses. We only budgeted \$1500 for a funny man, but we also budgeted \$900 for the Idaho Saddle Series and \$500 for our own announcer. Donnie says that Hoggan Rodeo is not interested in partnering again this year for the saddle series. The stock contractor can provide their own announcer, which was written in their scope of work. This extra \$1300 can be reallocated to pay for the Green Hat Clown, making us just \$200 short. This will be great addition to the Fair Rodeo and increase the entertainment factor.

Hannah motions to approve the Green Hat Clown Agreement to perform as the "Funny Man" at the 2023 Fair Rodeo. Matt seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.

X. Consideration of 2023 Horse Show Class List

The revised class list and rules are in the Board Packet for review. A few changes for this year, the committee moved the Sorting & Branding to a 5:00PM start time rather than 6:00PM. These events run about 4 hours each and it is too early in the week to be getting home at 11:00PM or later. The committee also added a team competition "Ride for the Brand." The Horse Show Committee recommends approval of these documents. Please help the committee promote the Fair Horse Show & "Ride for the Brand" Team Competition within our community!

Hannah motions to approve the 2023 Horse Show class list and rules. Matt seconds the motion. Discussion: MB has already started emailing local dude ranches about the team competition and she wants the Fair Board to have a team! Vote is unanimous in favor. Motion passes.

XI. Consideration of 2023 Fair Book Cover

Mock-ups of possible Fair Book Covers are displayed on the white board. We highlighted the Rodeo on the cover last year and have not highlighted Figure 8s or Royalty in the last 5 years. The Queen on the front of the Figure 8 car speaks to our Royalty Program, which the committee is working hard on this year to improve. Many of the other cover options can be used as event pages in the book or promotional posters. Staff recommends the Figure 8/Royalty cover.

Hannah motions to approve the Figure 8/Royalty cover for the 2023 Fair Book. Matt seconds the motion. Discussion: Hannah mentions that there is a significant green tint to this cover and it needs to be photo-shopped. The dirt should be brown, not gray. Rachel can work with Michelle on this. The Board likes the "Your Guide to the Fair" addition. Vote is unanimous in favor. Motion passes.

XII. Consideration of 2023 Fair Night Event Concession Agreement

The agreement is in the Board Packet for review. Last year, we had 4 food trucks inside the Rodeo Arena venue to service the night event crowd: Jedediah's on Wednesday night, The Sagebrush Grille Thurs - Sun, Pinky G's Pizzeria all nights & Jackstand all nights. Pinky G's & Jackstand are both interested in coming back again in 2023. Rachel emailed Sagebrush Grille but hasn't heard back yet and she can also reach out to Jedediah's and ask if they are interested. Do we want to make any changes to this agreement? Currently, we ask for 15% of their gross sales from Fair Week. Last year, we collected about \$2500 from these food trucks.

Hannah motions to approve the 2023 Fair Night Event Concession Agreement as written. MB seconds the motion. Discussion: The Board discusses moving Street Tacos into the Rodeo Arena this year if they are willing. They can still serve tacos all day but then at night, they will have to service the crowd inside the venue and will not be able to take phone-in orders. The Board discusses if Street Tacos is fast enough to serve food at night events. There may be other food trucks who sign up as a Grassy Arena vendor that we could consider moving into the Rodeo Arena. Vote is unanimous in favor. Motion passes.

XIII. Consideration of a Fair Night Event VIP/Sponsor Area

This item is completely open for Board discussion. Some think we should have a VIP/Sponsor area for only the Concert on the arena floor. Others may want one for every night event. Keep in mind, monies were not budgeted for this, nor was this written into the 'Scopes of Work' for Construction or Security, nor was the added cost for it included in the bids submitted. An exclusive area or VIP tickets were not promised in the 2023 Sponsorship Packet. If the Board wants to set an area up for more than the concert, the question becomes WHERE would we put it? How are we going to pull this off this year?

The Board discusses it being too late to implement this year. Zach notes that the sponsorship area negotiated for Sotheby's at the Fair Concert will be a good test this summer. MB states that we should try to keep access to the fair equal (this is a community event for all) and avoid VIP areas and ticketing.

There is no motion.

DISCUSSION ITEMS

XIV. Location of the 4-H Lemonade Stand

Historically, the lemonade stand has been in the Heritage Arena kitchen. There has been discussion about moving it into the new kitchen near the Exhibit Hall. This item is up for discussion and whatever the Board thinks is best. Rachel was intending to keep the new board room and kitchen area as lounge/break space for staff, the Board, the Horse Show Committee, our service providers and our free/strolling entertainers this year. We need to get our bearings in the new building this year. While being in the middle of the action would help 4-H sell more lemonade, it may also be difficult for them to be so far away from their animals and the space that is dedicated to 4-H during Fair Week. Glenn says that 4-H doesn't have a strong opinion either way but is happy to consider the public benefit. It's nice to have a separate fridge and full access to sinks for the lemonade supplies. Sharing may be difficult. Matt says his intent in relocating the lemonade stand is to enhance the Exhibit Hall.

The lemonade stand will remain as-is this year but if in the future, it makes sense to move up here, the Fair Board is happy to discuss this again in the future.

XV. 2023 Sponsorship Packet Updates

Sponsor Name	Amount	Level
Ace Hardware	\$500	2 Rodeo Buckles, Added Money for Turn N Burn
Allen's Garage Doors	\$1500	Cornhole Tournament
Andrews, Brad & Barb	\$200	Fair Rodeo Buckle
Axis Gymnastics	\$2750	Gold, Diaper Derby & Wiener Dog Races
Bank of Jackson Hole	\$1000	Silver
EMMB, LLC	\$400	2 Horse Show Buckles
Evan's Construction	\$900	Bronze, 2 Horse Show Buckles
Fodor Law Office	\$2500	Gold
Foster's Outrider's - Lynn Friess	\$20,000	Title
Friends of Citizens Mounted Unit	\$200	Horse Show Buckle
Hanlon, John & Linda	\$200	2 Exhibit Hall Depts. & Buckles

Intermountain Roofing	\$1700	Silver, Fair Rodeo Buckle, Turn N Burn Added Money
Kopkey, Jeff	\$100	Exhibit Hall Depart. & Buckle
Mountain Valley Glass	\$300	Fair Rodeo Buckle, Added Money
Nalley Steamway	\$400	2 Fair Rodeo Buckles
Oakley, Tim	\$600	3 Horse Show Buckles
Parker Family Trust	\$200	Fair Rodeo Buckle
Propst, Luther & Liz Storer	\$500	Pie Eating Contest
Quill Creek Excavation	\$1000	Silver
Raver Construction	\$1000	Silver
Rowe CPA Group	\$400	2 Rodeo Buckles
Tallichet, Catherine	\$1000	5 Horse Show Buckles
Teton County Weed & Pest	\$1300	Silver, Horse Show Buckle, Exhibit Hall Dept. & Buckle
Teton Distributors/Grand Teton Brewing Co.	\$5000	Co-Sponsors of the Big Top Tent
Teton Heritage Landscaping	\$10,000	Figure 8 Races - Primary
Teton Laser Center	\$400	2 Horse Show Buckles
Town Square Inn's	\$1000	Silver
Tzompa's Plumbing	\$1000	Silver
TOTAL	\$56,050	

XVI. 2023 Food & Non-Food Licensee Agreement Updates

<u>Food</u>	<u>Non-Food</u>
Antojitos La Pasadita, LLC	Artesania San Pedro de Cajas
Candy Crepas	Caricatures by Corey
Colorado Grill	Cachimuel, Ramiro
Down Home Eats	Cosmeticos Martinez

Frida Snacks	Fairy Fox Designs
La Casita	Nyna Arts – Rosa Andrango
La Fiera	South American Imports
Morales Home Made	The Watering Hole
Street Tacos	Vilchez Distribution, LLC
Tacos Don Felix	

XVII. Meeting w/ Frazier Carnival for the 2023 Fair

After emailing with Stephen Broetsky about 2023 pre-sale ticket prices, Rachel asked him about a meeting with the Fair Board to discuss this year’s carnival. We agreed to meet sometime at the end of March or beginning of April. It will likely be a Zoom Meeting. Last year, the carnival was pretty lean. There seemed to be less rides, duplicate rides, and more games. With ticket prices going up, we need to make sure we will have a great carnival. In the past, Frazier has always given us a pile of complimentary ride tickets to give out to the winners of our games and contests. They didn’t give us very many last year. It has been several years since we met with Frazier and discussed our Fair; maybe it’s time to touch base. If only 3 Fair Board members want to attend this meeting, we don’t have to publish it online or have a special meeting. If everyone wants to attend (a quorum), it’ll have to be a published, open meeting. We could also just invite them to attend the April 10th Regular Fair Board Meeting and have an open discussion. What would the Board like to do?

The Board would like to invite them to April 10th meeting. Rachel will reach out and confirm; she can also move discussion items to the top of the agenda so we can have this conversation first.

OTHER DISCUSSION ITEMS

XVIII. FY23 Fair Budget Review & Updates

Rachel asks the Board if there are any questions about the current year budget. There are none.

XIX. FY24 Budget Request

Monday April 24th between 1:30 and 3:30PM has been scheduled for all General Services divisions. Sarah says the Fair Board can go first at 1:30PM. Everyone mark your calendars!

XX. Matters & Announcements from Board & Staff

a. February Fair & Fairgrounds Manager Report & Updates

Shane Lucas is our newest team member and he starts this week. He is taking Shawn’s position. Rachel is going on vacation April 11-23. She will be back in time for the budget meeting. She is working on the Fair Book and hopes to have as much done as possible before leaving for vacation, as well as submitting all Fair permits to the Town. We have a Board seat open so if anyone knows of someone who would be good, please recruit them to apply.

b. Fair Board Updates

There are no updates.

c. Committee Updates

Big Top Tent/Free & Strolling Entertainment – Hannah reports that the Big Top Schedule has been finalized. Bands and free acts are booked. Hannah also has her supply list for Trista to purchase anytime between now and Fair i.e. Bingo cards and markers, table cloths etc. Hannah is working with Grand Teton Brewing to provide schwag on Wednesday night of Fair week in attempt to get more people here at Fair on Wednesday for the kickoff. This is because we moved the Fair Concert to Thursday, which has always been the kickoff in the past.

Concert – the contracts will go before the Board of County Commissioners for approval and signature on March 21st. After that, Rachel will work with the County Treasurer to send the wire deposits and then the bands will be confirmed.

Exhibit Hall – Matt reports that the committee met before the last Fair Board meeting but hasn't met since. Amy has been meeting with TCSD school art & shop teachers to promote the Exhibit Hall to our local youth. We should see some more entries because of her efforts. The committee is using "Peachjar" to promote the Exhibit Hall within our schools. Hannah says the Community Gardens are also excited and they are considering having their monthly garden event at Fair, in the Exhibit Hall this year. It would be an informal gathering during public hours, which would be great!

Figure 8 Races – The committee may need to meet to go over the rules for this year and talk about the bracketing.

Horse Show – The committee had a great meeting last week. The class list and rules for this year are dialed in. The committee is excited!

Rodeo – Donnie reports that the stock contractor has some questions, and the committee will meet with them soon to discuss.

Royalty – Amy reports that the informational meeting was well attended and helpful for everyone. The Pageant judges and venues have been confirmed. The committee is working on gift bags for participants and various clinics. Others are also helping to recruit more girls from around the region to participate in our Pageant and program. Rachel asks Amy who their 3rd judge is – Cheyenne Durban – she runs the Royalty Program in Driggs. Rachel asks about the clinics and if they will be before the Pageant or after. Amy says they will be scheduled both before and after because it's dependent on the availability of the folks putting them on.

Vendors – The application deadline is April 1st. The committee will meet after that and before the April 10th Fair Board meeting to vet applications and choose the vendors they want at Fair this year. Food is a priority!

XXI. Other

4-H Council Meeting 3/14 @ 5:30PM

Any Fair Board members are welcome to join Rachel at this meeting tomorrow.

Albertson's Banner, July 23-29

We have to hang this and take it down ourselves. July 29th is going to be tough because it's Rodeo day. Matt suggests we take it down the next day, early. We will probably need ladders and at least 2 people to help. This is also pending approval by the Town Council and our sign permit application.

XXII. Adjourn

Hannah motions to adjourn the meeting at 6:54PM. MB seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.