

**Teton County Fair Board**  
**Special Meeting Agenda**  
**Fair Office – 305 W. Snow King Ave**  
**Monday December 3rd, 2018 @ 5:30PM**  
*\*Please leave your cell phones at the front desk. \**

- I. Call to Order 5:31PM
- II. Pronouncement of a Quorum  
Present: Gary, Marybeth, Peter, Matt, Emily  
Late: Thomas  
Absent: Amy
- III. Old Business

- a. 2019 Business Plan

Where to start?

Plan to increase revenue, maximize use of Fairgrounds, increase attendance, set long-term goals for Fairgrounds

Plan for just Fair or whole Fairgrounds?

Start with a large scope, set 5 goals

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 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”.

Ideas brainstormed by all for Bullet Points to expand on. We decided on 4:

- 1. Produce an exceptional Fair
- 2. Keep Western Heritage and Agriculture Vibrant
- 3. Engage a broad cross section of the community
- 4. Be prudent stewards of taxpayer dollars

After this, we discussed the STOWs: Strengths, Weaknesses, Opportunities, Threats

Strengths:

- 1. Night Events
- 2. Partnership with 4-H
- 3. Horse Show Committee
- 4. Repeat Volunteers

Weaknesses:

- 1. Parking
- 2. Attendance
- 3. Tourist Promotion

#### 4. Fair Rodeo Contract

##### Opportunities:

1. Exhibit Hall
2. Family Pass
3. 1 pass for all night events
4. Strong economy
5. Cross-networking: chamber BOB, rotary, elks etc.
6. Vendors

##### Threats:

1. Non-Ag minded community
2. Competing events
3. Space
4. Weather

Moving on to bullet points for each of the 4 topics of the business plan

#### **Producing an Exceptional Fair**

1. Be physically present: required 30-50 hours of time invested during Fair Week
2. Be relevant, stay modern
3. Provide quality events and programming
4. Recruiting, maintaining and recognizing volunteers

#### **Keep Western Heritage and Agriculture Vibrant**

1. Educational programs: Passport program, petting zoo, 4-H awareness, cowboy boot camp, exhibit Hall etc.
2. General fair/promo video
3. Increase promotion of complimentary services: Horse Shows, livestock shows, Exhibit Hall, Big Top

#### **Engage a Broad Section of the Community**

1. Market to locals and Tourists
2. Cross promoting/networking/partnerships rotary, elks, chamber, non-profits etc.
3. Working with local talent: Big Top, emcees, DJ, opening bands
4. Vendors/local food... fine dining/blue collar/pinky G's/Moe's
5. Booth Size...change?
6. Increase sustainability

#### **Be Prudent Stewards of Taxpayer Dollars**

1. Increase sponsorship participation
2. Incorporate different types of passes: Family Pass, Individual Weekly Night Event Passes
3. Other types of passes/give out comp tickets
4. Smart Spending/review budgets

#### IV. Adjourn

Emily motioned, Gary 2nd the motion to adjourn at 7:27pm. All in favor, motion passed.