



**Teton County Fair Board  
Regular Meeting Minutes  
Monday May 8<sup>th</sup>, 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.*

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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, Stephen Broetsky- Frazier Carnival on Zoom, Neil Ford-Breakfast Rotary, Kat Rueckert, & Julien Hass

III. Adopt Agenda

Matt motions to adopt the agenda as written. MB seconds the motion. Discussion: Zach would like to amend the agenda by adding a discussion item. Vote is unanimous in opposition. Motion fails.

MB motions to amend the agenda by adding Osprey Beverages' mobile bar to discussion items. Matt seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.

IV. Approval of 4/10/23 Regular Meeting Minutes

Hannah motions to approve the 4/10/23 regular meeting minutes as written. MB seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.

V. Public Comment

There is no general public comment.

**DISCUSSION ITEMS**

VI. Frazier Shows Carnival – 2023 Fair Carnival & Games, COMP Tickets

It has been awhile since the Fair Board visited with Frazier Carnival and they have some questions for this year's Fair.

- When will Frazier arrive on-site/where are they coming from? There is a JH Rodeo on Saturday night before or during Frazier's arrival.
- Sunday Night is Fun Night in the Heritage Arena. The event will be over by 8:00PM. As soon as the horse trailers leave, Frazier is free to start setting up after that but not before or during the event.

- Rides have been lean the last few years because of COVID/social distancing. What is the plan for this year now that COVID is behind us? We would like to have more rides if possible. Can we get a list of rides and games by July 1<sup>st</sup> that will be coming to Jackson this year? We want to ensure that our fairgoers will be getting an exceptional carnival and midway, particularly because the ticket prices have increased this year (MP \$125, 4-hr \$27)
- Complimentary Carnival Ride coupons – Frazier usually gives us a pile of them, which we give out as prizes at our games and contests. That was not the case last year and we ran out and were unable to get more. Is it possible to get more this year?
- In the past, Frazier has always given the Fair an in-kind donation of \$5000 every year. Is this still the case for 2023?
- Anything else? Does Frazier have questions for us?

Stephen says that Frazier plans to arrive on the Fairgrounds on Sunday July 23. Stephen says they can wait until Monday to setup. Stephen offers to attend any Fair Board meetings, as needed, in the weeks leading up to Fair. Zach suggests he attend the Fair Week morning meetings at 8:00AM. Stephen will send Rachel a carnival ride and game list, as well as confirm pre-sale ticket pricing. The Fair Board discusses complimentary carnival ride tickets with Stephen to ensure we have enough to give out at Fair contests and games. Stephen will make sure we have what we need. Stephen confirms Frazier's in-kind sponsorship of \$5000 to the Fair Board and in return, a Fair ticket package will be available for pickup in the Fair Office on Monday July 24. Hannah mentions Frazier's emergency response plan, specifically for when lightning occurs. Stephen will share that with Rachel.

#### VII. Breakfast Rotary – Neil Ford, Night Event Beer Sales

Neil reports that Breakfast Rotary gave out \$15,000 in scholarships this year, in part from the money made at last year's fair. In total, Breakfast Rotary has given out 99 sponsorships, totaling \$300K, over 31 years that they have been selling beer at Fair.

#### Night Event Beer Sales

Hours of Operation, gates open at 6:00PM, shows start at 7:00PM

7/26, Jousting (2 tents)

7/27, Concert (2 tents + 1 in arena)

7/29, Rodeo (3 tents)

7/30, Figure 8 Races (3 tents) - only event with no re-entry

Cup Sizes: 20 oz. Aluminum Cups. Fair Board needs to confirm that Osprey Beverages can also purchase 20oz cups. Fair board needs to confirm this prior to discussing further.

Past Pricing for 16 oz.: \$4 domestic, \$6 microbrew or seltzer

Neil suggests at least one terminal at each beer concession tent at night events. There is discussion about programming the tip amounts on the Square terminals to be in full dollar amounts (\$1, \$3, \$5 etc.) vs. percentages. Sarah mentions that there is potential to turn on the fairgrounds-wide internet, which may reach out into the Rodeo Arena so we may not need hot spots for the Square terminals. 4-H has 2 hot spots that we can use when they don't need them. It is determined that the Fair Board needs to purchase 2 more Square terminals. Rachel asks Neil if Rotary would like her to attend a meeting. Neil will notify her of their upcoming meetings prior to Fair.

VIII. Hospitality for Bands, Service Providers, Committees/Volunteers

We need to determine who and what we will be providing hospitality for and make a list so we can buy what we need prior to Fair and minimize the number of trips to the grocery store during Fair Week.

Horse Show: cooler of cold beverages, sandwich trays, chips & cookies

Branding & Sorting – cooler of cold beverages each night

Exhibit Hall - Tuesday set up & entry in-take day, cooler of cold beverages, sandwich trays, chips & cookies

Bands & Strolling - 2 riders – sandwich tray for one, cooler of cold beverages

Royalty – cold beverages

Fair board/staff – cold beverages, any leftovers

Rodeo – coolers of cold beverages for rodeo staff @ both ends of the arena @ chutes

Figure 8s – coolers of cold beverages for counters, arena helpers

Rachel suggests asking Western Wyoming beverages for an in-kind donation of waters, gatorade, and sodas for Fair Week.

IX. Night Event Wristbands & Re-Entry

In the past, we have allowed re-entry for all night events, except Figure 8s. This was primarily to allow people out of the Rodeo Arena venue to get food and beverages from vendors on the Grassy Arena or to get cash at the carnival etc. and come back in. Whatever we decide needs to be communicated to the Security Team in advance. They do not like re-entry at all because they don't want people going out to their cars, drinking alcohol, and then coming back into the venue and causing a scene/disaster that then Security has to deal with. Obvious **FAIR FOOD** is ok to come back in the venue because w/ only 3 food trucks servicing a crowd of 2500+ people, the lines may get long and the vendors too are open for business during this time.

Right Now We Have:

Green, Red, Pink & Orange

Orange & White Checkered – Pit Pass for Figure 8 Crews

We need the following:

JOUSTING: 3 wristbands = GA/Spectators will get one solid color, over 21 will be the same color but say "Over 21" (same in Big Top & Rodeo Arena) and Jousting staff will get another color

CONCERT: 3 wristbands = GA/Spectators will get one solid color, over 21 will be the same color but say "Over 21" (same in Big Top & Rodeo Arena) and Concert backstage = band family members and crews, Hughes staff, Andy etc. will get another color

RODEO: 3 wristbands = GA/Spectators will get one color, over 21 will be the same color but say "Over 21" (same in Big Top & Rodeo Arena) and Rodeo Contestants and +1s will get one color

FIGURE 8 RACES: 3 wristbands = GA/Spectators will get one color, over 21 will be the same color but say "Over 21" (same in Big Top & Rodeo Arena) and Contestants, their Pit Crews, Counters, and other staff (DJ, Emcee, Videographer) will get the white & orange checkered wristbands...these wristbands have all access i.e. to the Crow's Nest

Press Passes, Rachel worked with Kristen Waters (TC Public Information Officer) on figuring this out in 2022. JHN&G & Buckrail will receive a letter and 2 press passes/badges each to share prior to Fair.

We will have a pre-Fair meeting w/ JH Security to discuss this year's Fair, improve communication and try to resolve the issues we experienced last year. Rachel also plans to write "Security Scopes of Work" for each night event for JH Security. This will ensure that everything we want is communicated clearly to the entire Security Team and hopefully, minimize most issues. Night Event Committee Members/Liaison's will be JH Security's points of contact on those nights this year.

X. 2023 Fair Concert Video

Shannon McCormick hired these folks to film the Fair Concert last year in conjunction with the music on the top of Snow King. What did the Board think of the video? Does the Board want to use it? Does the Board want to hire these people back again this year? They want to come back. Rachel anticipates that they will want to be paid for their work and we didn't budget any money for this in our FY24 budget request. We can discuss this now and table any decisions for our June meeting.

The clip is too long at 11 minutes. MB would like to see future coverage of all things Fair if we were to bring them back. Last year Shannon paid for the video and that's why it was focused on the Concert/music. The Board discusses if the video could be cut down for social media use for this year. Rachel will email them for shorter clips and a cost estimate to have them come back again.

XI. 2023 Sponsorship 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
Aspen Auto/NAPA	\$5000	Big Top Tent Co-Sponsor
Axis Gymnastics	\$2750	Gold, Diaper Derby & Wiener Dog Races
Bank of Jackson Hole	\$1000	Silver
Berges Mannen Foundation	\$20,000	Title
Big O Tires	\$1100	Silver, Exhibit Hall Department
Big R Ranch & Home	\$500	Bronze
Blue Spruce Cleaners	\$700	Bronze, Fair Rodeo Buckle
Bressler Insulation	\$500	Bronze
Brinson, Suzanne	\$500	Royalty Program & Pageant
Canvas Unlimited	\$700	Added Money - Turn N Burn, Team Branding

Dornan's	\$2500	Gold
EMMB, LLC	\$400	2 Horse Show Buckles
Evan's Construction	\$900	Bronze, 2 Horse Show Buckles
First Interstate Bank	\$2500	Gold
Fish Creek Excavation	\$7500	Fair Rodeo
Flat Creek Saddle Shop	\$1000	Team Branding
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
Hole Family Eye Care	\$100	Exhibit Hall Department
HUB International	\$600	3 Horse Show Buckles
Intermountain Roofing	\$1700	Silver, Fair Rodeo Buckle, Turn N Burn Added Money
Jackson Lumber	\$500	Bronze
JH Compunet	\$1000	Silver
JHSIR	\$10,000	Fair Concert
Kopkey, Jeff	\$100	Exhibit Hall Depart. & Buckle
Lee's Tees	\$1000	Silver
Meridian Trust Federal Credit Union	\$400	2 Fair Rodeo Buckles
Modern Lighting & Electric	\$1000	Silver
Mountain Standard Realty	\$2500	Gold
Mountain Valley Glass	\$300	Fair Rodeo Buckle, Added Money
Mountain West Farm Bureau Insurance	\$2500	Gold
Nalley Steamway	\$400	2 Fair Rodeo Buckles

Nelson Engineering	\$1600	Silver, 2 Rodeo Buckles, Horse Show Buckle
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
Red Rock Ranch	\$400	Horse Show Buckle, Fair Rodeo Buckle
Ringholz Studios	\$100	Exhibit Hall Department
Robinson Cattle	\$200	Horse Show Buckle
Rockin' J Designs	\$200	Horse Show Buckle
Rowe CPA Group	\$400	2 Rodeo Buckles
SB Equipment Rentals	\$2500	Gold
Scout Guide of JH	\$200	Fair Rodeo Buckle
Snake River Brewing	\$5500	Figure 8's (secondary) & Gold
Snake River Ranch	\$200	Fair Rodeo Buckle
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
Teton Rental Center	\$6000	Platinum
Thomas, Camille - Compass Realty	\$200	Fair Rodeo Buckle
Town Square Inn's	\$1000	Silver
Tzompa's Plumbing	\$1000	Silver

<b>TOTAL</b>	<b>\$141,250</b>	
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**In-Kind Sponsors**

- Hughes Productions \$6000
- Frazier Shows \$5000
- Macy's Services \$2500
- Ridgeline Excavation \$6000

Donnie will continue working with Kirk from Ridgeline Excavation on the golf cart and promotional wrap.

Rachel has been getting some emails from Sotheby's RE: snacks and drinks in their area/special requests. MB mentions that these items are not part of the sponsorship package and benefits that were promised. She will follow up with Sotheby's and get things figured out.

**XII. Osprey Beverages Mobile Bar**

Zach spoke to Leo about how many beer trailers he can bring to Fair; he has access to 2 of them. Leo also told Zach about a mobile bar that he could bring if the Fair Board is interested. He would staff it and the gross sales cut and tips would still go to Breakfast Rotary. We could put it on the arena floor and sell more beer @ the Concert. The mobile bar is 62' long x 8.5' wide x 14' tall, holds 2 kegs, and can be set up in 30 minutes. The artists will likely have 1 tour bus and 2 vans this year vs. 2 tour buses like last year, which means we will have a little more room on the arena floor. The Fair Concert or the 4-H Livestock Auction (put it on the street south of the Heritage Arena) would be the only events that we have some room to put this. We would need to provide an extra cash box for this location. Zach will visit with Leo more, Andy, and touch base with MB after she talks to Sotheby's and the Board can discuss this again in June.

**ACTION ITEMS**

**XIII. Consideration of Street Tacos, LLC Night Event Concession Agreement**

JED's agreement has already been signed and approved for all 4 nights.  
Pinky G's is in for Saturday & Sunday, but we do not have his agreement yet. He could also be available on Wednesday for Jousting if we need him.  
Street Tacos & Jackstand are both in for all 4-night events and their agreements are in front of the Board tonight.  
Rachel was also contacted by Buffalo Bills and he is interested in participating.

We only need food trucks for Wednesday (maybe) and Thursday nights. We need to eliminate at least 1 of these food trucks because it's more than we need. Unfortunately, we do not have room inside the venue for 4 food trucks.

Hannah motions to table Street Tacos Night Event Concession Agreement until June. MB seconds the motion. Vote is unanimous in favor. Motion passes.

**XIV. Consideration of Jackstand's Night Event Concession Agreement**

MB motions to approve Jackstand's Night Event Concession Agreement. Matt seconds the motions. Vote is unanimous in favor. Motion passes.

## OTHER DISCUSSION ITEMS

### XV. FY23 Fair Budget Review & Updates

Rachel asks if there are any questions on this fiscal year's budget. There are none.

### XVI. FY24 Budget Request

Rachel tells the Board that the BCC will officially approve the FY24 budget request at the end of June. We do know that the County is facing an \$18 million deficit right now and budget cuts may be coming. With our increased sponsorship revenues, we may be ok and not have to cut the Fair budget. Staff will find out more this week and keep the Board posted.

### XVII. Matters & Announcements from Board & Staff

#### a. April Fair & Fairgrounds Manager Report & Updates

Construction on the new building is going well. The epoxy flooring was started today so no touring of the building tonight!

#### b. Fair Board Updates

Zach & MB's interviews w/ the BCC are scheduled for Monday. After the interviews, the BCC will likely reappoint them for another term, effective 9/1/2023 for 3 years.

#### c. Committee Updates

Big Top Tent/Free & Strolling Entertainment – Hannah & MB met w/ Dave Truax to go over vendor electrical hookups. The Runaway Grooms are playing at the Silver Dollar on Saturday night after Fair and they want to make sure it's ok. It's fine because they will play the Silver Dollar after they play at the Fair on Friday night.

Concert – Zach says the concert announcement went out at the end of last month and people are excited. Morgan Wade is selling out everywhere. Local pre-sale tickets will start on June 1<sup>st</sup> @ the Fair Office, in-person only.

Exhibit Hall – Matt says the committee has not met. They do need to start looking for department judges. Hannah can help with judges for veggies and flowers.

Figure 8 Races – MB says we do not need to add another pit pass for drivers. 4 is plenty. Rachel updated all the entry info for this year.

Horse Show – MB & Rachel worked with JH Therapeutic Riding to dial in their classes in the class list.

Rodeo – Donnie can't get ahold of Wilson's. Rachel says the contract hasn't been signed yet but she will start seeing Wilson's when they come to get ready for their season. She will track them down and get a signature.

Royalty – Pageant is scheduled for Wednesday & Thursday nights this week. 6:00PM on Wednesday at the JH Playhouse and 6:00PM in the Heritage Arena. Kate Budge has agreed to emcee the Pageant. Claire Andrews just provided a clinic to the girls on hair and makeup. One contestant withdrew her application because she couldn't commit to the requirements. We have 4 contestants: 3 for Junior Princess and 1 for Peewee Princess. We have received the new crowns but are waiting on the sashes, which should be here tomorrow. We'll have headshots of the title holders by Friday morning, get them in the Fair Book and then send the book to print by 5:00PM. Our newly crowned Royalty will be participating in the Memorial Day Parade.



XVIII. Other

Night Events - Ticket Takers

In 2022, TBRA did the Fair Concert. JH Moose Rugby did Horse Pulls & Fair Rodeo. Kiwanis did Figure 8s. We gave them a \$500/night stipend in exchange for volunteering. Moose Rugby was great! We had some issues with Kiwanis – arriving late, didn't have enough people etc.

-Rugby would like to do Wednesday (Jousting) and Saturday (Rodeo)

-Rachel will reach out to TBRA

-Matt can reach out to the JH Juggernauts

-Matt suggests Kiwanis find another group to help them, the Board agrees that that is on Kiwanis, Rachel will email David Auge

4H Council meeting tomorrow night @ 5:30PM – this will be the last meeting before Fair – any Fair Board member is welcome to join Rachel.

XIX. Adjourn

MB motions to adjourn the meeting at 7:33PM. Matt seconds the motions. Vote is unanimous in favor. Motion passes.