



**Teton County Fair Board
Regular Meeting Minutes
Monday August 14th, 2023 @ 5:30PM
Teton County Fair Office
305 W. Snow King Ave in Jackson, WY**

Mission: To produce an exceptional fair while promoting Jackson's western heritage, uniting urban and rural communities in celebration.

Vision: 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: Amy, Hannah, MB, Donnie & Zach

ABSENT: Matt

ALSO PRESENT: Rachel, Sarah, Michael – Lions Club, Pete & Jodi – Elks, Raymond Lane – Fire Marshal, Andy Calder – World Famous Productions, Julien Hass, & Blaine Crouch – JH
Distributing via 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 7/10/23 Regular Meeting Minutes

MB motions to approve the 7/10/2023 meeting minutes as written. Hannah seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.

V. Approval of 7/26, 7/27, 7/28, 7/29, 7/30 Fair Week Special Meeting Minutes

MB motions to approve the 7/26/23, 7/27/23, 7/28/23, 7/29/23, & 7/30/23 special meeting minutes as written. Hannah seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.

VI. Public Comment

There is no general public comment.

Matt joins the meeting via Zoom at 5:35PM.

DISCUSSION ITEMS

VII. 'Thank You' cards

The Board signs and passes around the 'Thank You' cards throughout the meeting.

VIII. 2023 Fair Debrief

- a. Big Top Tent/Free & Strolling Entertainment/Beer Garden/Vendors/Lion's Breakfast

STAFF FEEDBACK

Green rooms for the bands = rent an RV to put behind the stage area for them. The band on Saturday night was playing the same time the Rodeo was starting. It was pretty loud and people at the rodeo were not able to hear the Bill Lewkowitz Memorial, the National Anthem or the Grand Entry. Either the bands need to be scheduled to take a set break during this time or scheduled to play before or after 6:45 – 7:15PM. Consider hiring a County Music Act on 4-H Livestock Sale & Fair Rodeo nights in the future.

MICHAEL – LIONS CLUB

Emailed Rachel full written notes, which Rachel emailed to the Board earlier today. Lions recommend creating more awareness for Fair, particularly downtown - more signage in town. The entryway(s) into the tent to grab breakfast were unclear – maybe leave some of the rails up behind the tent to guide traffic. More tables in the space would be preferred. Lions recommend placing the stage left of center to avoid unnecessary table moving. Change “Road Closed” signage to “Fair Entry” to ensure people don't turn around. Parking pass prices are too high. Post signage notifying people coming for breakfast that they can enter for free. Make announcements each evening notifying people to dispose of their trash properly. Put the ADA restroom stall door hinge on the other side so the door swings out instead of in. Lion's volunteer numbers are diminishing volunteer – they are open to suggestions on figuring out how to keep Fair breakfast going in the future.

Hannah mentions putting the Lions on the west side of the tent by the carnival to help with foot traffic.

PETE & JODIE - ELKS

Elks appreciate the Square Terminal credit card machines - having them really increases beer sales. Elks are indifferent to the location of the beer garden under the tent – being in the corner near the carnival increased sales but also caused some issues with people wanting to leave the grass with beers. Elks have ideas for improvement with ID-checking stations. Metal cups were a challenge and not ideal, however, they are workable.

BLAINE CROUCH – JH DISTRIBUTING

The Beer Garden was very popular and very successful. The aluminum cups were a bit of a learning curve but it is possible to make them pour well. The JH Curbside Recycling team loved them.

RAY LANE – FIRE MARSHAL

Chief Lane emailed an after-action review to the Board. All cooking tents must be certified flame resistant. Cooking tents require a 20' buffer around them, food trucks require a 10' buffer them. The Fire Department educated vendors on the fire extinguisher requirement.

Regarding the fire spinning performance, Chief Lane would prefer a physical barrier (bike rack) as opposed to the rope barrier so small children can't get through. He would also prefer to see more secure storage for the spinners' flammables and equipment. In the future, permits will be required for food trucks, fire spinning performance, carnival, and the Big Top Tent itself. Permits are issued on-site, post inspection.

Next year, we need to remember to go over the Fair Board & 4-H meal vouchers at the vendor meeting under the tent. Some of them are aware of our process but new vendors are not.

PROGRAMMING UNDER THE TENT ON FRIDAY & SATURDAY NIGHTS

Some feedback from the public has indicated that the performances under the tent on these nights are not family-friendly. There is discussion about continuing to call Friday night the “4-H Livestock Sale After-Party.” If we are not trying to attract the people from the 4-H Livestock Sale, the event should no longer be named as such. We are also trying to cater to all demographics within our community. The Board can visit with 4-H and discuss the possibility of having music on the street at the south end of the Heritage Arena, or inside, for buyer entertainment after the sale.

STROLLING ENTERTAINMENT

Laser Tag was well received and busy throughout. The petting zoo was very kid-friendly, but public comments suggested it was a little lacking. The photo booth was good. Pattycakes was great and very versatile in what he can do/provide. Marcus’ show wasn’t as exciting, nor were his costumes. Jest in Time was ok – only one of them stilt walked while the other walked alongside. Everyone loves the train. The Magic Bean was good but it is difficult to find a suitable location on the Fairgrounds for them.

CORNHOLE TOURNAMENT

The event went really well, we filled all 32 slots. Hannah mentions having both a pro and amateur class next year. We should also consider giving locals priority to enter.

WEINER DOG RACES

The event went well and we had 10 entries this year, up from 6 last year. Hap suggested we determine a better way to indicate which dogs are competing so that his team knows to allow them onto the grass.

b. Fair Concert

STAFF FEEDBACK

We did not have a great turnout this year and we lost a lot of money. It could’ve been the date change and competing concerts the same night i.e. Music on Main. The date change was also really tough on Hughes Production. We should consider moving it back to Wednesday night in 2024.

ANDY CALDER – WORLD FAMOUS PRODUCTIONS

We should consider moving the stage closer to the covered grandstands, making the “pit area” more compact. He suggests we pursue a more energetic band. In terms of logistics in the future, Fair Board members should not be responsible for load in and out. We need to have wifi in the merch tents i.e. hotspots. Booking acts this year was extremely difficult because of the County process. It’s too lengthy and we risk losing bands because of the timing. There has to be a better, easier way to work with artists and agencies to make things happen faster and secure the bands we want. There is potential to hire a promoter, pay them more, to handle all of this i.e. contracts, payments, production etc. The bands were comfortable in their hotel rooms.

Matt says that beer sales were cut off early at both the Concert and Figure 8s. Rotary was surprised by this and would’ve appreciated the opportunity to keep selling beer, as was outlined in our TOJ Malt Beverage Permit. The Board is certain that the beer sale end times were clear in the daily security scopes of work that were provided to JH Security.

c. Horse Show & Fun Night

STAFF FEEDBACK

WESTERN DRESSAGE – There have been issues with this event every year since we started doing it. We think the reason why is that the class list is structured wrong, and therefore, input into Showworks wrong. We know Showworks and have the capability to make it do whatever we need it to do. We do not know W. Dressage. We need to get with the Horse Show Committee and figure this out so that it is correct for 2024. The buckles are incorrect every year for this same reason. We had 48 entries this year and the event ran until 4:00PM. Going forward, the event may need to be capped. A smaller arena should be used to match the tests that we offer, which we learned from our judge this year upon her arrival.

MB mentions getting a proof of all belt buckle orders beforehand to make sure they are correct before we order them.

TURN N BURN Barrel Race – TBRA's leadership would like to do something different in the future. Possibly a gymkana instead of a barrel race. The organization has changed and they do not have the resources or capacity to organize a big 5D barrel race anymore. If they decide to do a gymkana, it could start later in the afternoon and go right into Fun Night. The \$1500 we usually give them for the barrel race could go toward putting on a new & different event.

MB says that Fun Night went super well! Our 'Ride for the Brand' team competition was a great success – we had 8 teams of 4 people – and it helped increase entries.

We did have one protest in the Reining event this year – the competitor's father was very inappropriate toward the judge, our volunteers, and some Fair Board members. Rachel shared the protest with the Fair Board and the Horse Show Committee. Our committee discussed it at length and decided how to handle it. Rachel sent an email back to the protester explaining our experience and decision to stand behind our judge and leave the placings as they were announced after the show.

TEAM SORTING – Fair staff had a terrible experience with this event this year. It was due, in large part, to the fact that there was no point person who knew the event inside and out or how to run it. The family from a neighboring county who were asked to help with the event, and agreed to helping us, basically showed up and took over. They were very rude to our staff and made negative comments to them throughout the time they were here. We invested in our own timing system, as well as the Charlie Horse software to run the event this year and in the end, our system did not get used.

Staff recommendations for 2024:

1. There needs to be a point person in charge of this event who knows the rules, run of show, and is available throughout the event to be in charge, answer questions and ensure that it runs smoothly.
2. Do some research on the event and rewrite the rules that are published in the Fair Book.
3. Collect entry fees upfront instead of the day of. Maybe we need to setup a Fair Venmo account.
4. Buy a clicker, compatible with our current system, for the judge so they can keep track of how many cattle are sorted and at what times they cross over from one pen to the other.
5. Replace this event entirely with a Ranch Horse Competition.

TEAM BRANDING – We received a lot of positive feedback about this event this year, it went really well! We had 18 Mixed Nut teams and 44 Open teams.

Everyone is laid back and polite and here to have a good time. It's fun!

Staff Recommendations for 2024:

1. Decrease the time-limit from 4 minutes to 3 minutes. Most teams rope and brand their cattle in less than 3 minutes. If they go over 3 minutes, they are out of the money anyway.
2. Collect entry fees upfront instead of the day of. Maybe we need to setup a Fair Venmo account?

d. Exhibit Hall

STAFF FEEDBACK

The building looked awesome this year! Between the added exhibits from JH Historical Society, Cowbells, WY Cowboy Hall of Fame, old Fair photos, the hay exhibit, the photo booth etc., we had no problem filling the space. We were successful in organizing a committee with some great and enthusiastic people and we had a lot of volunteers to help the day of intake. The committee and volunteers removed a lot of work from the Board and staff's plates. We also had really great judges this year.

Staff Recommendations for 2024:

1. Print and organize the entry tags the day before instead of the morning of entry intake. We had 650 entries this year and didn't get the tags done the day before. It's a lot to organize and it takes time. Tags need to be ready to go right when the doors open for intake. Staff can print the tags but the committee needs to organize them and have them ready for Tuesday morning.
2. Exhibit Hall Rules: if we are going to have them and publish them, they need to be enforced. FOR EXAMPLE: we had a "No Glass" rule this year for all photography and art submissions, however, entries w/ glass were accepted. In fact, they even won 'Division Champ' and 'Best of Show.' There was an exhibitor who followed the rules and got her entries put on mat board and she was really upset when she saw that submissions with glass had won. We also need to change the Flower rule that they have to be displayed in a clear, 32 oz. mason jar to say that it can be any size of clear mason jar. A 32 oz. jar is too big for smaller flowers.
3. Adult Creations - we need to look at this for next year and rework it again. We barely got any entries for anything. One exhibitor was upset that we got rid of woodworking, even though we haven't received any entries for 3-4 years. The exhibitor suggested that we add a "Western Home Décor" class. We also need to add "Any Other."

We focused heavily on volunteers this year and we were successful in our recruiting. There needs to be more oversight of the big departments i.e. Baked Goods. We had a lot of entries this year and it was too much for one person to judge. We may need multiple Baked Goods judges in the future. We were pretty late in getting our judges lined up this year and they only had a few days to review their informational packets before they judged. Next year, if we can organize our judges a few weeks before Fair, the committee could have a meeting with them to go over their packets and all the rules. We also need to work on the entrances, specifically, the ones that lead into the Grassy Arena and make them more apparent next year. Amy suggests that we share our Recognition Policy with our volunteers in the future.

Matt leaves the meeting at 7:30PM.

e. Jousting

What a pleasant surprise to sell out! It was a hit! Shane Adams said they could do our show in 2024 on Thursday night instead of Wednesday. They don't have to be in Sheridan until Saturday or Sunday. If the Board wants to do Jousting again, per Shane, we could move the Fair Concert back to Wednesday night and do Jousting on Thursday. We did receive one email complaint about the announcer's offensive comments and music. **NOTE FOR THE FUTURE:** The jousters need help with putting their lances together. The jousters need to do a better job of cleaning up after their horses.

f. Rodeo

STAFF FEEDBACK

If we are going to have a hard deadline on collecting entry fees, we need to stick to it! The deadline to collect entry fees should be moved to Sunday of Fair Week instead of Monday. Timed-event entries should have a hard deadline to enter. Rough Stock entries can be more lenient because they are harder to fill. Add event cap numbers to the Fair Rodeo info on the website and in the Fair Book. Post both the draws for slack and the show for barrel racing by the deadline (Wednesday @ Noon). Hand raking for the barrels should be in the Stock Contractor scope of work. Test/troubleshoot the Charlie Horse timing system and software the week before Fair.

Donnie says the rodeo went smoothly and was great. It was a lot shorter than all of us were expecting. The Board discusses the rodeo clown we hired and how it went. Zach suggests we call him for feedback. Rachel will call him tomorrow.

g. Figure 8 Races

STAFF FEEDBACK

The committee needs to be more prepared beforehand, test/troubleshoot the MyLaps system the week before Fair, like we did in 2022. Point person for the counters – put their box of supplies together, greet them upon arrival, walk them up to the Crow's Nest and train them.

The show was too long and we should decrease the lap count back down to what it used to be.

We have received public feedback about the winning driver being from out of town. The JHN&G article in the paper stated that he was from Mexico City and just visiting family during Fair. We should've looked into this more beforehand as it is a clear violation of our rules, which state that drivers must be full-time residents and/or employees of Teton County, WY. The committee needs to work on the race rules for next year and add the following:

Drivers may only enter themselves for the Figure 8 Races (one person is not allowed to enter multiple drivers).

The minimum age to drive in the race is 16 years old and entrants must have a valid driver's license.

A valid driver's license must be shown at the time of entry and a copy will be made of the license and attached to the entry form.

Entrants must be prepared to provide additional documentation proving their full-time residency or employment in Teton County, WY.

Drivers are frustrated by the lack time between heats to fix up their cars. Some drivers drew out this year because they couldn't get their cars up and running again. If this is the case, we risk not having every finalist in the final heat. Grading between heats needs to happen to give them more time. We need to take better care of the drivers as they are instrumental in putting on a good show.

The Town of Jackson Street Department have volunteered to build our track and help out during the race for years. More communication in the future about who is doing what needs to be shared

between all parties helping during the race. Zach mentions that grading the track works better with a skid steer than a grader.

Better communication needs to happen between the race officials/arena staff with the people who are in charge of notifying drivers in the pit and lining them up for each heat.

Our "No turbo/super charger" rule needs to be followed and enforced.

Fair staff will not be in charge of brokering car sponsors with cars and drivers. Drivers are responsible for finding their own sponsors and vice versa.

We need to remember to budget for and renew the subscriptions for the transponders next year.

Our former DJ showed up unannounced and put everyone, including the emcee and DJ we hired this year, in an awkward position. He should've been asked to leave if he didn't purchase tickets.

Our former volunteer ticket taking group showed up the same time as our new ticket taking group, despite there having been no communication or organization prior. Amy suggests doing a better safety check prior to heats (checking for safety belts and chin straps).

h. 4-H Shows & Sale

The 4-H shows and sale went well despite the gross sale receipts being down from last year. Prices are still really high and our kids are fortunate. We may need to reconfigure the livestock/specie layout/setup in the barn due to growth in participation numbers and more animals.

i. Parking

There were a couple of days when Mounted Patrol showed up late to the parking stations, Noon instead of 11:00AM, per their scope of work. The carnival encroached on the southwest corner of the Fairgrounds and parked some camp trailers outside of their designated area.

j. Royalty

This year was the best it's ever been. The girls did an awesome job – they were everywhere, including the 4-H Dog Show. Issues were nonexistent. The girls raised around 2k with the 50-50 raffle and Lucila got a \$500 donation to the program.

k. Frazier Carnival

Very generous with Free Carnival Ride passes this year and we had plenty to give out as prizes at our various games and contests. We did receive several complaints about the Himalayan ride, specifically the siren-like sounds, late at night. We need to ask Frazier if that can be turned off and if not, maybe it should be replaced with a different ride. We received another complaint about one of the carnival games.

l. Service Providers: Cleaning, Construction, Electrical, Parking, Recycling, Security, Trash Removal

Recycling was excited about the volume of aluminum cups in the bins this year. Security went much smoother this year. Manure dumpsters are still getting trash thrown in them so we may need to put covers on them next year. We will be charged a higher fee per ton because they were dumped in trash instead of compost. We need to do a better job explaining the trash situation with our vendors.

m. Sponsors

We collected a total of \$151,950 in sponsorships this year, up from \$116,000 last year. Including \$27,500 in in-kind donations. Others are excited to sponsor the Fair next year. This fall we need to work on the 2024 sponsorship packet and add the benefits by sponsorship level back in. The Board would like to get sponsorship packets mailed out by December 1, 2023. Last year we were late and didn't get them out until January.

n. Volunteers

All of our volunteers were exceptional this year!

o. Other

The Fair Board has their own door code and it is only for the Fair Board! It should not be shared with anyone else. We can create a separate code for our Free/Strolling entertainers and any other groups who may need access.

Aluminum cups - We are getting mixed reviews on them. They are inconvenient for our volunteers but recycling is very happy with them.

OTHER DISCUSSION ITEMS

IX. FY24/2023 Fair Budget, review & updates

Rachel says there is no current revenue report at this time. She is waiting get the cash deposits from the Treasurer. The expenses are as up-to-date as possible, however, we still have more bills to pay and go through the audit. This year's Fair budget will be more final in October or November after the audit.

X. Matters & Announcements from Board & Staff

a. July Fair & Fairgrounds Manager Report & Updates

Rachel asks the Board if there are any questions about her July report. There are none.

XI. Adjourn

MB motions to adjourn the meeting at 8:58PM. Hannah seconds the motion. No discussion. Vote is unanimous in favor. Motion passes.