



**Teton County Fair Board
Regular Meeting Minutes
Monday October 11th, 2021 @ 5:30PM
Exhibit Hall
350 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, Debbie, Tere, Amy
ABSENT: Donnie & Steve
ALSO: Rachel Grimes, Sarah Mann, Jeff Lutz

Steve arrives at 5:32PM.

 - III. Adopt Agenda
MB motions to adopt the agenda as written. Matt seconds the motion. No discussion, all in favor, motion passes.

 - IV. Approval of 9/13/21 Regular Meeting Minutes
MB motions to approve the 9/13/2021 meeting minutes as presented. Debbie seconds the motion. No discussion, all in favor, motion passes.

 - V. Approval of 9/21/21 Special Meeting Minutes
MB motions to approve the 9/21/21 meeting minutes as presented. Debbie seconds the motion. No discussion, all in favor, motion passes.

 - VI. Public Comment
Zach reads public comment rules and reminds board members that there is not supposed to be cross talk between the board and members of the public during public comment.

There is no public comment.

ACTION ITEMS

- VII. Establish & Appoint Members to 2021 Fair Committees
- Big Top Tent
 - Committee Chair/Liaison: Hannah
 - Members: Hannah, MB, Matt, Amy
 - Concert
 - Committee Chair/Liaison: Steve
 - Members: Steve, Debbie, Hannah, Zach
 - Exhibit Hall
 - Committee Chair/Liaison: Matt
 - Members: Matt, Steve, Tere
 - The Board discusses possible recruits from the community.
 - Horse Show
 - Committee Chair/Liaison: MB
 - Members: MB & Tere
 - Rodeo
 - Committee Chair/Liaison: Debbie
 - Members: Debbie, Donnie, Amy, Zach
 - Community Member: John Bauer
 - Figure 8s
 - Committee Chair/Liaison: MB
 - Members: MB, Donnie, Zach, Steve
 - Royalty
 - Committee Chair/Liaison: Donnie
 - Members: Donnie, Tere, Deb, Matt
 - *Claire Andrews may want to rejoin this committee at a later date.

DISCUSSION ITEMS

- VIII. Fair Board Retreat 10/28, 11/3, 11/4
- Rachel gives a description of Fair Board Retreat sessions. Session 1, on 10/28 4-7pm, will cover county processes and rules - the attached agenda includes all details. Rachel recommends bringing any questions about budget, legal, etc. Sessions 2 & 3, on 11/3 and 11/4 from 5-7pm, are with a 3rd party facilitator to set goals as a Board and work on team building. The agenda for these sessions is still being developed as well as a pre-session survey for Fair Board members to complete.
- IX. RMAF in Billings, MT – Nov 10-12
- Rachel gives details on RMAF in Billings, MT on Nov 10-12. This is a convention tailored to fair board members and covers educational sessions and showcases/potential fair acts. We do have money in the budget to send 3-4 fair board members. Zach would like to try and attend but may have a conflict. The registration fee goes up after Saturday. Matt will also consider attending. Rachel asks the board to let her know ASAP if they would like to attend so she can register them and make the necessary reservations.

X. 2022 Fair Night Events

The Fair Board is thinking about moving Team Sorting to Monday night followed by Team Branding on Tuesday night. Zach notes that this could be beneficial regarding panel setup. Also, Slim would potentially be able to keep cattle on site overnight and not have to haul twice. MB notes that Sorting must come before Branding due to competitor preferences. Rachel mentions that we need to decide if Fair Rodeo should run all on one day. Sorting and Rodeo can run on same day, but not if the Livestock Sale tent is still up on Saturday morning. Consolidating the Fair Rodeo on one day will be more convenient for all contestants if we do slack as a qualifier for the perf. Especially, for contestants coming from out of county, as well as the stock contractor.

Rachel emailed the Pig Wrestling contractor and is still waiting to hear back from them. Fair Board members could visit with our current contractor at RMAF or possibly find a new one. If Pig Wrestling is not a possibility, Octane Addictions is one option, bringing back Ninja, or finding a totally new event.

If the Fair Concert is scheduled on Thursday, we would only have to roll the Rodeo Arena once for both concert and livestock sale. This assumes the concert would stay in the arena, which still needs to be determined by the committee.

4H Livestock Sale – Rachel spoke to Fire Marshall, Kathy Clay. She suggested 3 options: 1. to move the sale off-site to a larger, outdoor venue 2. to charge an admission to get in or get creative with wristbands in order to stay at capacity or 3. to keep the sale outside in the Rodeo Arena where there are no limitations. She said in order to have the sale in the Heritage, we would need to track the number of attendants in the building at all times to uphold the capacity (768) and have security guards at all entrances. The capacity is the capacity. We would have to control the crowd to that stick to that number through wristbands/ticket sales. Glenn says this would not be ideal for buyers. It would make it less of a community event by controlling who comes in. Glenn agrees that this is too many logistics to have the sale in the Heritage Arena. Zach says Canvas Unlimited can do a larger tent, side walls, and heaters outdoors if needed. Moving Team Sorting off of Saturday morning would allow Canvas Unlimited time (8-11AM) to take down the tent on Saturday morning rather than Friday night - they need to be able to take down on Saturday morning due to staffing limitations.

Rachel mentions that the Pig Wrestling contractors may not give us a commitment for our fair this early and the board should be prepared to rethink that night event. The board discusses the cost of putting on Pig Wrestling and the revenue it generates. Also, how much the community enjoys it and missed it this year. MB mentions that paying Jeff Moran and Elliot Allston to emcee and DJ has had positive impacts on increased ticket sales for the event and crowd participation. Zach suggests offering the Pig Wrestling contractor more money to come to our fair. Rachel says she will give them a call.

XI. 2022 Fair Sponsorship Packet

Zach gives an update on the packet. The committee met for 2 hours on Tuesday September 28th. An updated sponsorship spread sheet was included in the Board Packet, along w/ our past sponsorship ROI matrixes. Zach goes over the updates with Board, including the following changes:

- Listed out all available sponsorships and adjusted the values of some, price vs. value
- Added Royalty Program & Pageant sponsorship opportunities
- Restructured banner placement based on sponsorship values
- Revisited print ads in Fair Book
- Added grand entry flags for top sponsors
- Restructured logos on Fair website because we can only fit about 25 of them
- Revisited logos on night event programs and tickets
- Revisited mentions on social media i.e. Facebook events for all Fair events & programs
- Revisited verbal recognition, sponsorship list to be given to all Night Event announcers, Big Top Tent etc.
- Revisited sponsor ticket packages
- Removed mention in all press releases and optional booth space because we can't deliver on these assets
- Rachel emailed Michelle McCormick on 10/6 about redesigning our 2022 sponsorship packet so it has more crisp and professional appearance, to be completed by 12/1/21 for our 1st mail-out, we will get to work this week!

OTHER DISCUSSION ITEMS

XII. FY22 Fair Budget Review & Updates

Rachel presents the board with the current FY22/2021 Fair budget and asks the Board if they have any questions.

XIII. Matters & Announcements from Board & Staff

a. September Fair & Fairgrounds Manager Report & Updates

Rachel talks about attending the WY Association of Fairs fall conference that was held in Lander, WY September 29 – October 1. She also mentions the Heritage Arena winter reservations and how busy the arena will be this winter. She is working on the retreat preparations. Rachel explains that she doesn't know yet if she will attend IAFE, it depends on COVID and the County's travel policy as the time nears.

b. Fair Board Updates

Matt reads an anonymous letter to the board from a parent of a contestant.

XIV. Other

XV. Adjourn

MB motions to adjourn the meeting at 6:48PM. Matt seconds the motion. No discussion, all in favor, motion passes.