



**Teton County Fair Board
Regular Meeting Minutes
Monday October 17th, 2022 @ 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 5:40PM.

II. Roll Call/Pronouncement of a Quorum

PRESENT: Zach, MB, Hannah, Matt, Donnie, Amy, & Alaina

ALSO PRESENT: Rachel, Sarah, Deb & Jordan Lutz, Amy Hindman, Ashlyn Chamberland, Laura Meadows, Trey, Shelby & Lucila Scharp, Will & Margaret Dornan

III. Adopt Agenda

MB motions to adopt the agenda. Hannah seconds the motion. Vote is unanimous in favor. Motion passes.

IV. Approval of 9/12/22 Regular Meeting Minutes

Hannah motions to approve the 9/12/22 regular meeting minutes. Matt seconds the motion. Vote is unanimous in favor. Motion passes.

V. Public Comment

Letters sent via email are attached to these minutes.

Deb Lutz informs the Board that she spoke with Keith Gingery today. He suggested that Deb ask the Board to provide more information on this agenda item, prior to taking action. The online, published agenda was vague and did not provide any supporting documents about what action might be taken tonight. Nor was sufficient information provided to the public to prepare their comments.

Deb expresses her support of the Royalty program. She has had personal involvement for many years through her daughter's participation. Leadership of the program has not been clear over the years; direction has not been provided by the County or the Fair Board.

Amy Hindman expresses her support for the Royalty program. Amy was personally involved the program when she was growing up and her daughters have been involved in the program throughout their youth. Amy also ran the program for 10 years. She believes the program can be improved and made to be more inclusive for both girls and boys.

Laura Meadows speaks in support of the Royalty program. Laura was the Teton County Fair & Rodeo Queen in 2000 and went on to serve as Miss Rodeo Wyoming in 2001. Laura believes that the equestrian community in Teton County is dwindling and that we should continue to support all programs that contribute to the equestrian community to give as many people multiple opportunities.

Lucila Scharp expresses her support of the Royalty program. She has been involved for a couple of years and is the current Peewee Princess title holder. Lucila speaks to her personal experience and dedication to the program and how much it has helped her.

Will Dornan speaks in support of the Royalty program. He believes the Royalty program is an important part of preserving western heritage, which is dwindling in the area. His grandfather started Teton Valley Ranch Camp in 1938, which put about 10,000 kids up in the mountains over the years. The cowboy/western way of life is diminishing in Teton County.

Jordan Lutz speaks in support of the Royalty program. She has been personally involved in the program for many years and has held all of the titles. She speaks to her personal experience in the program and the potential for participants to run for Miss Rodeo Wyoming. She hopes the Fair Board will keep the program.

Bailey Chamberland expresses her support of the Royalty program via phone call. Bailey has been personally involved in the program for many years. She speaks to her personal experience in the program and the valuable support system it provides each participant. Bailey hopes the current program will continue to offer opportunities for local youth.

Shelby Scharp speaks in support of the Royalty program. Although, her family is relatively new to the program, and their first year was rough, they have come to enjoy the comradery and learning opportunities. She believes that the program has come a long way since her family has been involved but there is still room for improvement. She has reached out to community organizations, GAP and the Travel & Tourism Board, that could/would help keep the program going.

Ashlyn Chamberland has been a Rodeo Queen since she was 4 years old. Over the years, she has gained a lot of confidence through participating in the program and the opportunities it has afforded her.

Trey Sharp speaks in support of the Royalty program and that it represents Wyoming to its true core.

Margaret Dornan speaks in support of the Royalty program. She was scared of horses in the past, however, hanging out with the TCFB royalty has given her more confidence and has resulted in her feeling more comfortable around horses and in front of crowds. She would like to participate in the program in the future.

Lucila Scharp asks the Fair Board to continue the Royalty program.

ACTION ITEMS

VI. 2023 Royalty Program & Pageant

Matt motions to keep the Royalty program under the purview and budget of the Teton County Fair Board. Hannah seconds the motion.

Discussion: Rachel recently attended the Wyoming Association of Fairs fall conference, where she had the opportunity to visit with Fair Managers from across the state about the programs in their communities. Out of 23 counties in the state, 6 counties have their own Royalty program that are run under the purview of their Fair Boards. The same number of programs are run by their respective rodeo committees i.e. Sheridan Wyo Rodeo, Cody Stampede. The rest of the counties no longer have a Royalty program. Wyoming counties that have Royalty programs have 2-3 titles and we have 5 titles. Over the last 5 years, participation in our program/pageant has fluctuated between 7-11 girls per year.

Zach says whatever decision is made tonight, the Fair Board needs to be cohesive and “ride for the brand.”

Matt speaks to the Fair Board's mission and how this program fits into that mission. Public input is important, and we should listen to and consider what they have to say.

Over the last few months, Amy has spoken to many of the girls who have participated in our program and their families and has learned more about the impact it has had on their lives. The resounding theme that Amy heard in these conversations is that the girls would like to gain more from the program and would like to see more Fair Board support.

Hannah has learned a lot about the Royalty program throughout her time on the Fair Board. She struggles with the program being available to so few community members; she feels that the program is very exclusive. That doesn't mean the Fair Board needs to get rid of the Royalty program, instead we should look at additions to make it more inclusive and increase participation, especially with taxpayer dollars being the main funding source.

MB was on the Royalty Committee a few years ago with Gary Hardeman and they ran the program and pageant. They had to put out a lot of fires. MB gives some history on the Fair Board's budget and how it has changed over the years. MB speaks to the Fair Board's goals to reach all demographics of our community so that they are all coming to Fair and learning about why our western heritage is important. MB states that we are team; it is not a case of us against them and vice versa.

Matt says that the percentage of the Fair Board's budget that is ear-marked for the Royalty program is pretty minimal.

Alaina thanks everyone in the room for their comments and feedback. She summarizes the issues she's aware of, which include funding, lack of a sustainability plan to ensure the long-term future of the program, a code of conduct for participants, parents of participants or anyone helping out with the program and pageant, bias or conflicts of interest, dwindling participation - access to horses, promotion and advertising, title holders not fulfilling their commitments as such. Alaina asks the Board how Royalty revenues and sponsorships are tracked in the budget.

Donnie says he supports the program and is happy to continue helping out on the committee.

Zach says he supports the program because it is crucial to our western heritage. Maybe we can organize some kind of clinic and invite the general public to come find out what it's all about and be exposed to horses. He says the Royalty program needs to be fully supported by the entire Fair Board and they need to be united. We may consider starting an ambassador program to supplement the Royalty program. We need to figure out how to increase overall participation.

Matt says that passing the Royalty program off to a 3rd party will not guarantee the queens participation and face time during Fair Week.

The Board discusses parent involvement on the committee and in the program relative to real and perceived conflicts of interest, and in what capacities parents of participants should help out.

Rachel has a few recommendations for the Royalty Committee and the Fair Board to consider as we move forward. These include:

Revising the rulebook. This document is the backbone of the program and should reflect exactly how we want it to be organized and executed. If questions or issues arise, anyone should be able to refer back to the document and find the answer or resolution.

The leader or coordinator of the Royalty program. Whoever this person is, has to be knowledgeable of what the rules are and enforce them. We've had a lot of issues in the past with rules being bent or not being followed or enforced. This only causes problems.

More engagement from the Royalty participants. We need to find and create more opportunities throughout the community, and year-round, for the participants of the program to be engaged and act as the ambassadors for the Fair. Currently, not enough is asked of the girls and they want to do more. Particularly, when it comes to educational opportunities.

Revisit our titles. Currently, we have 5 titles. Most programs around the state have only 2-3 titles. Because our participation is so minimal at this time, we should consider eliminating a few titles, expanding the respective age group for each title, which in turn, will result in more participants and competition for each title.

Parents of Participants. We are not saying that parents can't help out or participate, they just can't serve on the committee. This is due to a real or perceived conflict of interest. We've had a number of issues with this in the past i.e. a parent of a participant being on the committee. The committee is essentially the decision-making body of the program and pageant. Parents should not be involved in that portion of the process.

Matt, Amy, Zach, Alaina and Donnie vote in favor. Hannah and MB vote in opposition. Vote is 5-2-0. Motion passes.

VII. 2023 Fair Sponsorship Packet

Zach says the ad-hoc sponsorship committee met and has some changes to recommend to the Board. Revisions include:

- Offer 3 title sponsorships available for \$20,000
- Update the Fair Week sponsor names from Premier to Platinum, Platinum to Gold, Gold to Silver, and Silver to Bronze
- Figure 8s will have one Primary sponsor at \$10,000, and 3 - \$3,000 secondary sponsors
- Offer 2 Big Top sponsors at \$5,000 each

- The 2023 Sponsorship Packet will include: cover letter, form, trifold info, comparison chart, and night event info
- Offer 2 Cornhole Tournament sponsors at \$1500 each
- Value add: Sign permit for a banner at Albertson's, include 3 title sponsors (stickers or velcro), need to buy a new big banner
- Value add: hang a Fair banner downtown on the traffic lights, Amy says that's a WYDOT request
- Value add: t-post signage @ Shervin's, Staples, corner of Karns Meadow etc.
- Royalty sponsorships leave as is
- Exhibit Hall: keep this part vague/take the specifics out because the committee may be revamping the entire department and class list, increase Department sponsors to \$100, to include department sponsorship and a buckle for "Best of Show" department winner

Hannah motions to approve the recommendations listed above for the 2023 Fair Sponsorship packet. MB seconds the motion. Vote is unanimous in favor. Motion passes.

VIII. 2023 Fair Recognition Policy

The 2022 written policy and the ticket matrix are in the Board Packet for review. The changes to the sponsorship packet will impact the ticket packages we promise our Fair sponsors. The Fair Board may update this policy anytime they would like to or have changes to make. Currently, the policy states "Night Event Sponsors – will receive 10% of sponsorship in ticket value to the event which they sponsor."

The 2023 Sponsorship Packet committee recommends that we include tickets to all night events for the night event sponsors. We want these folks to be at Fair throughout the week, not just at the event they sponsored. The committee recommends that we give 60% of the 10% in ticket value to the night event they sponsored and 40% of the 10% in ticket value to the other 3-night events.

MB motions to approve the committee's recommendation to update the 2023 Recognition Policy to reflect a 60-40 split of the 10% value in tickets they will receive for sponsoring a Fair night event. Matt seconds the motion. Vote is unanimous in favor. Motion passes.

DISCUSSION ITEMS

IX. Appoint 2023 Fair Royalty Committee

Zach has spoken with members of the Fair Board who are interested in the committee. Amy says she will do it if she has the full support and backing of the board. Donnie & Alaina are in!

Zach appoints Amy, Alaina, and Donnie to the committee. Amy will be the liaison.

X. RMAF November 9-11 in Layton, UT

Rachel is going and 3 Fair Board members can join her. Rachel registered us for 4 spots. Zach, Amy, Donnie, Alaina & Hannah have all expressed interest. Zach is in, Alaina cannot go, Donnie & Amy have to check their schedules.

OTHER DISCUSSION ITEMS

XI. FY23 Fair Budget Review & Updates

The County is in the middle of the audit, so these budget sheets are not 100% correct yet. The audit will be done by the end of the month and updated, accurate reports will be available to the Fair Board at their November meeting.

XII. Matters & Announcements from Board & Staff

a. September Fair & Fairgrounds Manager Report & Updates

Rachel informs the Board that 3 bids were received for the new Fairgrounds Community Building. However, they are all over budget. Staff is waiting until after the audit to find out what the Special Fair Revenue Fund balance is to see if we have enough money to cover the difference. If we find out we have the money, we'll move forward with Commissioner approval and signature, as well as a start date for construction. The County has received the lease termination notice on the Exhibit Hall and green space south of Snow King Ave, which is effective mid-November. The Fairgrounds hosted the ski swap last weekend, and we have the Community Halloween event coming up at the end of the month.

b. Fair Board Updates

Zach reminds everyone that it's time committees start communicating and meeting.

Exhibit Hall – recruit some community members to the committee and start revising the departments and class list.

Fair Rodeo - Donnie & Amy attended the Idaho Saddle Series Finals to present our saddle in Rexburg on October 14th.

Big Top Tent – Hannah says its time to get started and she looks forward to the information and options that we bring back from RMAF.

Concert – the committee is seeking various proposals and bids from promoter professionals.

Horse Show – will be meeting soon.

Alaina says she is on 5 different committees currently, and she may be over-extended and need to drop off of 1 or 2. Rachel says that her and Trista are happy to help out on any committees that need them.

XIII. Other – Upcoming Staff Trainings

a. International Association of Fairs & Expos November 27-30 in Indianapolis, IN

Rachel doesn't know if she will be attending yet.

b. League of Agricultural & Equine Centers Annual Ground Training & Symposium, Feb 6-12, 2023 in Ocala, FL

Judi will be attending this training in February.

XIV. Adjourn

Hannah motions to adjourn the meeting at 8:08PM. MB seconds the motion. Vote is unanimous in favor. Motion passes.

The Teton County Rodeo queen program is one of the most robust growth programs that the county fair offers. When you look at the caliber of women that have graduated from this program, none are a failure, and all have gone on to do important things and live meaningful lives with successful careers. Look at Desiree Bridges, Marissa Mason, and Erin Heffron. They are all inspirational. This program has even produced more than our fair share of Miss Rodeo Wyoming's.

My years spent in the program was a defining aspect in my becoming who I am today. Queening helped me discover my capabilities in terms of being able to lead something bigger than myself, being able to have poise, along with many life skills. Most importantly, it taught me to believe in myself.

This isn't the first fair board that has considered cutting the program. This is part of the job as queens to remind the board of the vitality of the program. This program changes lives and it is inexpensive to the fair. Rodeo is a pillar of Jackson's image, and we need rodeo queens to promote that image. Rodeo queens complement the image of Jackson. Tourists think we are the last of the old west and if you rid Teton County of royalty, we are taking a step in that direction.

Lexi Daugherty
Miss Teton County 2019

Rachel Grimes

From: Jordan lutz <jrodeo.skate@gmail.com>
Sent: Sunday, October 16, 2022 7:09 PM
To: Marybethhansen@gmail.com; Matt Hall; Rachel Grimes; alainamcbride@gmail.com; amyrenova@gmail.com; hbouline@gmail.com; jessica.chambers@jacksonwy.gov; lpropst@tetoncountywy.go; Sarah Mann; suntannedhero@outlook.com; zachvosika@hotmail.com
Subject: Fair boar meeting 10/17/2022 public comment
Attachments: Lexi Fair Board Meeting Comments.docx; Teton County Fair and Rodeo Board.docx

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Please find attached several emails in support of continuing the Teton county fair and rodeo program. Please except these as public comment for the meeting in October 17th 2022 at 5:30 PM. Thank you so much- Jordan lutz

Marrissa Brostrom (Mason):

I am disheartened to hear of the discussions to discontinue the Miss Teton County Fair and Rodeo Royalty program. I was fortunate enough to serve as Lady In Waiting in 2012, as well as Queen in 2013 and 2014, and is the title that took me to the Miss Rodeo Wyoming pageant where i placed first runner up. The title allowed me to not only represent rodeo in Teton County, but to travel the great state of Wyoming and make connections with those from other communities. These connections have served me well beyond my years in the rodeo royalty spotlight- and have even helped in my professional career. During my years of reign, i made public appearances at events like the special olympics and 49er ball. I attended luncheons with state representatives and our governor. I was afforded the opportunity to speak publicly on political and humanitarian efforts that were near and dear to my heart. This program also honed my interview skills, and those skills are something I still continue to use and reflect back on now in my professional career. Being Miss Teton County Fair and Rodeo gave me confidence, instilled leadership and public speaking qualities, and allowed me to grow into a woman who is strong, unafraid and unyielding. The program forced me to step out of my comfort zone and into the spotlight, and is something I will be eternally grateful for. I am proud to be listed among the woman who came before and after me, and I will continue to be thankful for the life skills and opportunities this program awarded to me. I sincerely hope you take into consideration the positive impact a program like this has on Teton County's young women, as no other program like this exists in Teton County, before you decide to disband it entirely. I truly feel in my heart that doing away with this program would be a mistake, and a step backwards in endless opportunities for the young women of Teton county. Thank you for taking the time to hear my comments. Maarissa Brostrom (Mason)

Teton County Fair and Rodeo Board
PO Box 3075
Jackson WY 83001

October 9, 2022

Teton County Fair and Rodeo Board,

There is a rumor circulating that once again you are voting to eliminate the Teton County Fair and Rodeo Queen Program. I have had the pleasure of meeting several past Miss Teton Fair and Rodeo Queens, (Jayne Scott Chambers, Erin Heffron Kyle, Desiree Bridges Kirkes, Maarissa Mason Brostrom, Jordan Lutz) each and every one of them was elegant, educated, intelligent, well spoken, enthusiastic a perfect representative of Teton County, the state of Wyoming and the western way of life that we try so hard to maintain. You cannot put a price on the marketing they did and still do for your community and fair and rodeo.

Teton County is blessed with several young ladies who look up to those former queens and put in the hard work to make their own dreams of someday representing their community as Miss Teton Fair and Rodeo. You will not have to look far to see the potential this program has in the future if you let it.

I don't understand why this has become an annual battle. Last March Rachel Grimes told me that the Fair Board wanted to move the fairgrounds out of town. I asked where it was going to be relocated to? Her response was that the actual location hadn't been decided on yet, but she was sure that someone in the county had land they would donate for this. If this is the reality why would you cut a program associated with the Teton County Fair that has proven its value many times over the past thirty years to not only the community but to the youth of Teton County?

In the tumultuous times we are living in, a proven program like the Teton County Fair and Rodeo Queen Program is a breath of fresh air. The young women who have come out of this program remind us that as Wyomingites we have principles to uphold regardless of what the fashionable opinion of the day is.

I urge you to continue supporting the Teton County Fair and Rodeo Queen Program and commit to supporting the queen program as long as there is a Teton County Fair and Rodeo. Show the young women of Jackson that you appreciate what they do for you.

Thank you,

Ann Benson Palomba
President
Miss Rodeo Wyoming Association