



**Teton County Fair Board
Regular Meeting Minutes
Monday June 13th, 2022 @ 5:30PM
UW Extension Building, 255 W. Deloney Ave**

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

MB calls the meeting to order at 5:39PM.

II. Roll Call/Pronouncement of a Quorum

PRESENT: MB, Hannah, Deb, Tere, Steve, & Amy

ABSENT: Zach, Matt & Donnie

ALSO PRESENT: Rachel, Sarah, Glenn & Judi on Zoom

III. Adopt Agenda

Hannah motions to adopt the 6/13/22 agenda as written. Tere seconds the motion. All in favor, no discussion. Motion passes.

IV. Approval of 5/9/22 Regular Meeting Minutes

Hannah motions to approve the 5/9/22 meeting minutes as written. Tere seconds the motion. All in favor, no discussion. Motion passes.

V. Public Comment

No public comment.

ACTION ITEMS

VI. Size of the Fair Board, 7 vs. 9

The bylaws are in the Board Packet for review. Rachel gives the Board some background information. The bylaws state the following:

Article II.

- A. Membership. The TCFB shall consist of five (5), seven (7) or nine (9) members, as determined by the BCC and who shall be qualified electors of Teton County, Wyoming. Appointment, vacancies, length of terms, and removal shall be governed by the resolution and any subsequent amendments thereof.

In December of 2018, the Fair Board size increased from 7 to 9 members. Since the increase, there has been discussion amongst the Fair Board that a 9-member board is too large. The majority of Fair Boards around the state have only 5-7 members. 4 of our Fair Board member's terms are up after this Fair, effective 8/31/2022. The County has received 4 applications for the 4 open board seats. If the Board would like to go back to a 7-member Board, that decision can be made tonight and a recommendation may be made to the BCC. If the Fair Board decides to recommend decreasing to a 7-member board, the BCC may appoint only 2 applicants to the open seats and eliminate 2 seats, instead of appointing all 4 applicants to the 4 open seats.

The discussion goes around the room and each Fair Board member gives their opinion.

Deb motions to make a recommendation to the Board of County Commissioners that the Fair Board remain at 9 members. Tere seconds the motion. Discussion: The goal of increasing to 9 members was originally to have more help during Fair, but this could also be managed through recruiting more committee members and volunteers. Having 9 seats can be hard to fill (recruitment) and more arduous for decision making. MB recommends that the Board decrease to 7 members and more focus be made on recruiting more volunteers for committees and in general.

Matt joins via Zoom at 5:46PM.

Zach arrives in-person at 5:47PM.

The discussion goes around the room and each Fair Board member gives their opinion.
Deb - Having a 9-member board lends to greater perspective and allows us to bring in new members.

Tere - Having a 9-member board has been helpful to have enough hands during fair and brings more diversity to the board.

Steve - Asks how the size of the Fair Board impacts our committees?

MB says - A smaller board allows us to empower our volunteer base more by filling our committees. She believes 7-member board operates more efficiently.

Rachel also responds to Steve's question. The role of the board is to make the high-level decisions, whereas committees are the working groups to accomplish the organizing/planning.

Deb - Believes 9-member board has allowed us to create more committees and has resulted in more people to recruit volunteers.

Zach - Thinks we can streamline board communications and meetings better through 7-member board.

Amy - 9 members on this board has been difficult in comparison to other boards she serves on.

Matt - says that we didn't have much of a volunteer base when we had a 7-member board.

Donnie arrives in-person at 5:55PM.

Amy - wasn't aware of volunteer needs and thinks we could set that larger volunteer goal and maintain a smaller board.

Matt - believes meetings are the same length no matter the board size.

Donnie – believes a 7-member board would get the job done and operate more efficiently.

MB motions to make a recommendation to the Board of County Commissioners that the Fair Board decrease to 7 members. Steve seconds the motion. Zach, MB, Hannah, Steve, Donnie & Amy vote in favor of the motion. Deb, Tere & Matt vote in opposition of the motion. Vote is 6-3-0. Motion passes.

VII. Parking Passes & Fees

Judy Nalley from Friends of Mounted Patrol put together a 2022 Fair Parking Pass packet for each Fair Board member to review. She is recommending that we label passes more clearly i.e. the weekly pass, daily passes, 4-H vs. vendor vs. Fair Board & Staff. She also included some information about Saturday as there have been challenges in the past with having enough horse trailer/rodeo contestant parking. She also printed a disclaimer statement on each pass noting “This pass does not guarantee you a parking spot. The lot fills up nightly, please arrive early.” If the Board likes the passes Judy created, staff can get her template from her to print them and trim them before Fair starts.

Hannah motions to approve Judy’s parking pass templates and use them for the 2022 Fair. MB seconds the motion. Vote is unanimous in favor. Motion passes.

Parking Fees: Parking Pass fees were increased in 2019. A weekly pass increased from \$35 to \$50 and a daily pass increased from \$20 to \$35. All revenues collected from parking passes offset the expense of contracting Friends of Mounted Patrol to handle Fair parking. Their contract always costs us more than we make on parking passes. Historically, we have come close to breaking even but we have not made money on parking. The few years we have come close to breaking even have only occurred since we increased the price for parking. Does the Fair Board want to keep the parking pass prices the same for 2022, even though our parking is exclusive and limited? We also cannot guarantee a parking spot for someone who pays. People have the option to park offsite and walk or bike if they do not want to pay for parking.

Deb motions to keep parking pass fees the same for the 2022 Fair: \$50 for the week and \$35 for a daily. Tere seconds the motion. Discussion: Rachel mentions that a 4-H leader told her about a partnership the Snow Devils have with a few churches for Hill Climb Weekend. Specifically, the Catholic Church and the First Baptist church. Both of these churches are nearby and have parking lots. During Hill Climb, the churches staff them and charge their own fees. They keep all revenue collected for their church. Creating a partnership between the Fair Board and these churches might allow fairgoers another parking option that is nearby and within walking distance to the Fairgrounds. Amy will talk to the Catholic Church. MB mentions the First Baptist Church does our “Cowboy Church” on the Big Top on Sunday of Fair Week, maybe we should reach out to them on parking? Matt says that people have been parking off-site for decades and can easily find a spot on a side street. Vote is unanimous in favor. Motion passes.

VIII. Vendor Application

We received a vendor application from Felix Morales on 6/2. Obviously, the applicant was very late to turn in his application, but Rachel told him she would ask the Fair Board. He is a local and did participate as a vendor in 2021. He has also catered past Fair Board events i.e. Royalty Pageant. He is requesting a 10' x 20' tent space. On 4/11/22, the Fair Board reviewed 25 applicants that were received by the deadline and approved 23 of them. We have also received a few other late applicants that were not approved at a previous meeting.

MB motions to approve Felix's vendor application for the 2022 Fair. Tere seconds the motion. Vote is unanimous in opposition. The motion fails.

IX. Sticker quote

A quote from Exposure Signs is in the Board Packet for review.

Torrey said he would only charge us for the cost of the stickers themselves and not any labor i.e. an in-kind donation.

Tere motions to approve the quote for stickers from Exposure Signs and charge \$1.00 each for them. Deb seconds the motion. Vote is unanimous in favor. Motion passes.

X. Kleen Kanteen steel pints quote

Proofs of the black and white cups from Kleen Kanteen are in the Board packet for review. At the May Fair Board meeting, we agreed to get 1000 cups total – 500 black cups and 500 white cups. With an order of 1000 cups, each cup will cost us \$6.30. The cost for 1000 cups will be approximately \$6300.

Hannah motions to approve the proofs for 1000 black & white Kleen Kanteen 16 oz. pints, minus the years, and charge \$10.00 each retail for them. MB seconds the motion.

Discussion: Tere asks about a discount on the first beverage purchase after purchasing the cup. What is the incentive to purchase a cup? It is schwag, they are nice cups and people like them and can take them home. We will have a water refilling station on the grass, under the Big Top Tent, where people can use the cups. Vote is unanimous in favor. Motion passes.

XI. Hats quote (s)

Rachel reached out to Shane Hollingsworth @ Tormack. She is waiting to hear back from him on some hat options and pricing. The Board can also table hats until the July meeting when Rachel has more time to gather the appropriate info.

XII. Sustainability/Recycling Plan & Aluminum Beer Cups

We haven't had an official sustainability/recycling plan in the past and it's something Rachel has been wanting to pursue. Rachel called ISWR to see if they could share some ideas and help us. Rachel met w/ Brenda & Becky from ISWR on Friday May 27th to discuss ideas and options.

The items listed below summarize the plan:

1. A 16-yard roll off dumpster from Westbank Sanitation (extra and outside of their current bid/contract - \$400, plus \$150/haul) for cardboard only. Specifically for Fair Vendors and the Carnival. Both groups generate a lot of cardboard, and they usually just throw it in the dumpsters. If we provide them with an option to recycle cardboard, it could cut down substantially on the Fair's total waste tonnage. It would also help reduce unnecessary filling of the dumpsters. The roll off could be placed along the northern fence line and between the vendors and the carnival for their convenience. We'd likely have to hang signage that states "cardboard only" and ask the vendors and the carnival folks to help police it. We could go over this with both groups in advance and at the 12:00PM vendor meeting on 7/27.
2. We get the blue "slim jim" recycling bins, or regular labelled "RECYCLING" garbage cans, to place around the Fairgrounds in high-traffic areas. The receptacles would be for plastic water bottles and aluminum cans and cups etc. ISWR has some we can borrow but we may also need to ask the Town and/or Curbside. These should be placed for sure in the Big Top Tent/vendor area and throughout the Rodeo Arena for night events. We would hire Curbside to periodically check these receptacles throughout the day, sort and empty them. Curbside has a trailer with various large bins that could be parked on-site, maybe near the cardboard roll off, where the smaller receptacles can be sorted and emptied. Curbside would also have to haul the trailer to the recycling center as it is filled up.
3. Both at the Night Event beer sales and in the beer garden, we use aluminum 16 oz cups instead of plastic cups. These can be recycled along with aluminum cans. People can also take them home and reuse them too. They do cost more than plastic cups, but it is a worthy investment. We can always increase the price of beer to cover the cost of the cups. Estimates for these cups from both distributors are in the Board packet for review. The distributors will order and purchase the cups and then bill us for the total at the same time they bill us for all the wholesale beer we used/sold after Fair. Another benefit to using these cups is that ISWR will give the Fair Board \$0.25 per pound aluminum rebate for all aluminum collected from the Fair. This rebate could also help cover the cost of the cups.

Rachel has a meeting w/ ISWR and Curbside tomorrow 6/14 @ 2:30PM. We should be able to finalize these ideas and make a plan. Rachel will also get a proposal from JH Curbside for recycling pickup and bring it to the Board at the July meeting for approval.

Hannah motions to approve purchasing the aluminum cups for Fair. Deb seconds the motion. Vote is unanimous in favor. Motion passes.

XIII. New Drone Photography

A proposal from Contour Aerials – Sam Cook, is in the Board Packet for review.

The Fair Board hired Sam in 2018 to take drone shots of the Fair Concert, Fair Rodeo & Figure 8 Races. He took some really amazing photos, which we have gotten a lot of mileage out of i.e. social media, website, 2021 Fair Book cover, Fair Book sponsor ads, printed canvases in the Fair Office and around the Fairgrounds. It may be time to think about getting

some new drone photos, especially with this year's Fair having a full schedule of events and programming. It will also be important to get drone shots of the Fair Concert since it has moved into the Rodeo Arena. These shots will also capture the Fair footprint on the Fairgrounds and reflect that every inch of space is utilized. Sam & Rachel discussed him shooting the Fair Concert, Saturday afternoon when things are going on i.e. slack in the Rodeo Arena, carnival operations, activities in the Big Top/vendor area, mini golf, petting zoo, train and Exhibit Hall etc. and again the night of Figure 8s.

Tere motions to approve Contour Aerials' proposal for \$1000 to shoot drone photography at this year's Fair. MB seconds the motion. Discussion: MB asks if we have a photographer lined up to take stills at Fair. We do not at this time. Rachel will reach out to a few local photographers, get proposals from them and bring them back to the Board at the July meeting. Vote is unanimous in favor. Motion passes.

DISCUSSION ITEMS

XIV. Night Event Ticket Takers

At this point, Kiwanis has only committed to take tickets at Figure 8 Races. Rachel is trying to talk them into doing Horse Pulls as well, but she hasn't heard back from them. Rachel also let them know that the Fair Board increased the donation to their organization from \$500 to \$1000.

TBRA is another group that has historically taken tickets at Fair. A lot of their members are also in 4-H and compete in the Fair Rodeo so they are pretty busy. Rachel has not heard from or reached out to TBRA.

We may want to consider finding some new groups to take tickets for us. Rachel recommends reaching out to groups that utilize Fairgrounds facilities: JH Roller Derby Team, JH Moose Rugby, KATS/GTKC etc. Tere mentions the Shriners. Deb mentions 4-H clubs; Glenn says he can reach out to a few clubs.

XV. Exhibit Hall, judges & volunteers

Rachel will start working on finding judges. We also need volunteers, especially to help after 2:00PM when staff have to leave to get ready for Team Branding. Rachel asks the Board for help to recruit both judges and volunteers. Matt says he has been talking to a few groups but they may or may not be available during Fair Week. He asks Rachel if when a Board member recruits a volunteer, can they refer the person to the Fair Office to sign up? Rachel says yes, please do. The Exhibit Hall is a lot of work and requires all available hands on deck!

XVI. Night Event Concessions, Food Truck Updates

We have Pinkly G's and Jackstand confirmed for Wednesday, Thursday, Saturday & Sunday. The Sagebrush Grille is confirmed for Thursday, Saturday & Sunday. That leaves one slot on Wednesday night for Fair Concert. Zach said he has spoken with The Bird because they are starting up a Cajun food truck and may be interested.

XVII. Sponsorship Updates

A list of current sponsors is in the Board packet for review. Our sponsorships now total \$111,250. Flat Creek Saddle will be sponsoring the Team Branding: Mixed Nut buckles for \$600. In-kind sponsors are listed in the packet. Hannah asks about collecting sponsor banners prior to Fair. Rachel says she will get on emailing everyone!

OTHER DISCUSSION ITEMS

XVIII. FY22/21 Fair Budget, review & updates

Rachel asks the Board if they have any questions about the current year budget. There are none.

XIX. FY23 Budget Request

Rachel says the BCC should be approving the FY23 budget by the end of the month. A few large cuts were made from Fairgrounds capital projects, so we didn't have to go through and nickel and dime all other line items.

If the Fair Board's original budget request is approved by the BCC, we will have additional funds from the overage in sponsorships (\$21,850).

Additional expenses we need to consider and earmark these funds for include:

- Fair Schwag – stickers (\$800), steel pints (\$6300), hats (pending)

- JH Curbside Recycling contract

- Contour Aerials proposal, drone photography \$1000

- Extra 16-yard roll off dumpster from Westbank Sanitation for cardboard

- Increase in aluminum cup costs from beer distributors

- Purchase of Square Terminals so we can take cards at beer tents (\$400 each x2, one at the Beer Garden and one in the Rodeo Arena)

- Any costs associated with ATM's

- Overages for Fair Advertising, Hughes Production (Big Top stage sound production)

- Frazier Carnival, final payment/amount due

- Macy's Services – budgeted \$7500, estimate \$8383 (\$883 overage)

- Night Event Ticket Sales, if we print more COMP tickets (sponsors – already printed 250 Fair Concert COMP tickets vs. 200 that we budgeted for) than we initially planned or don't sellout the Fair Concert or Fair Rodeo

XX. Matters & Announcements from Board & Staff

a. May Fair & Fairgrounds Manager Report & Updates

Gary asked if we need ice at Fair this year. He is willing to help. The Wilson Fire Department bought an ice machine that we are welcome to use. Chill Ice, Deena, supplied us with ice last year. The carnival and the vendors require a lot of ice. If we are going to charge for it, the truck needs to be next to the Fair Office so we can manage it and collect the money.

“This is Our Town” w/ Del Ray on July 6th @ 8:30AM, Zach & MB

JH Radio, Fair Board Interviews the week of July 18th

White Horse Social on 7/26, would like Royalty to have a presence at their event and interact with the kids, take photos etc.

Fire/EMS has moved out of the Fair Community Building. We will have full use of it for Fair!

May was a really busy month for the Fairgrounds. We hosted 2 circuses, horn hunting, on top of getting ready for JH Rodeo season i.e. laying asphalt, bringing in new arena material, installing handrails in the covered stands, dust guarding etc.

b. Fair Board Updates

Zach & MB met with 307 First, an organization that supports Wyoming businesses and keeping money in Wyoming. They also run the horse racing tracks in Gillette and Rock Springs and they run off-track betting. They would like to partner with us and potentially sponsor the Fair in the future in some capacity. They are interested in partnering with us on Fair t-shirts.

c. Fair Committee Updates

Big Top Tent/Vendors/Acts

Hannah says she has one more spot left for a musical act. She's thinking about doing a hootenanny, which will bring in multiple musicians. Cornhole Tournament entries open on July 1st. Rachel will build a page on website just for the Cornhole Tournament and promote it on social.

Concert

Steve has no updates. Rachel says that Katie Smits – County Treasurer, sent the 50% wire deposits to the artists today. Zach asks how ticket sales are doing and suggests closing the pre-sale before July 1st.

Exhibit Hall

We need judges! Volunteer Recruitment – send an email out through the Nonprofit Listserv and maybe to all County employees as well.

Figure 8 Races

Rachel says we have about 10 entries to-date.

Fair Rodeo

Amy says the rodeo is dialed in. Staff have reached out to Timber Tuckness to be the “funny man” and he is in! Smokey the Bear would like to ride in the barrel truck. Who should we recruit to drive the barrels around in a truck?

Royalty

Donnie says we got the jackets made for the title holders with the Fair logo on the back, the Title sponsors on the sleeves, the girls' name and title on the chest. He brought a few jackets in for the Fair Board to see. He is hosting a horsemanship clinic at his house w/ Craig Cameron for anyone who wants to attend on June 18th. The cost will be \$100 per person. The committee has not set a date for the Pageant this year.

XXI. Other

XXII. Adjourn

MB motions to adjourn the meeting at 7:57PM. Steve seconds the motion. Vote is unanimous in favor. Motion passes.