

Archuleta County Fair
Minutes of the Board Meeting
September 8, 2021

The meeting, held at the CSU Extension building, was called to order at 6:08pm by president, Kerry Keegan. Guests present: Robin Young/CSU Director, Becky Jacobson/4-H Coordinator, Terry Schaaf/CSU Administrative Assistant, Bobbie McMeens, Alexa Martinez/Volunteer Fair Coordinator. Board members present: Kerry Keegan, Sharon Jennings, Lesley Mattingly, Jennifer Smith, Tim Vail, Lisa Vail, Tonya Steadmon, and Kent Jennings. Robin provided pizzas to be enjoyed by all before the meeting.

Special Item: Sara Shively was interested in joining the Fair Board and will be invited to the next meeting.

Minutes: A motion to approve the July 28, 2021, minutes and the November 18, 2020 Work Session minutes was made by Kent Jennings, seconded by Lesley Mattingly, and approved by voice vote.

Treasurer: Lesley submitted all invoices to the County. Rotary made about \$7,000 from Beer Garden, which was split three ways, so Fair received about \$2,300. They are interested in a Friday night fund raiser for the High School Wrestling program. There may be a charge to Fair for fixing the water line since used primarily by Fair.

Committee Reports:

- a. Honorees – Sharon will mail the Fair Dedication plaque for Susan Ashcraft to Ronnie Arrington (daughter). Biggest concern is that the dinner venue is too noisy, and attendees couldn't hear the introductions; find a new time/place to do presentations.
- b. Royalty – The young ladies did a good job all weekend, had fun, and were helpful to 4-H.
- c. Rodeo – The Friday night and Saturday noon rodeo gate fees were about \$7,970. Good crowd. Friday, there were 42 riders. Sunday's Kids Rodeo lasted 6 ½ hours. Buckles are being shipped to Kerry and she'll ensure they are picked up or mailed. Fee receipts were \$1,719.
- d) Entertainment – 1) Maggie Shannon wrote an article for Buzzfeed about county fairs and some of our pics are included. That link will be put on our website. 2) She sent pictures she'd taken at the Pie Eating Contest which will also be put on the Fair website. 3) The three seven pounds cans of leftover pudding will be given to Loaves and Fishes. 4) Mark Bergon, our Horseshoe pitching coordinator, put a notice in the Pagosa Sun thanking the Fair Board for all the support given to him this year. 5) Maggie is hoping to write an article on 4-H for the National Geographic and was given Becky Jacobson's contact details so she can interview her.
- e) Parking/Logistics – Tim will send a formal thank you letter to the San Juan Mounted Patrol. The Rangers said that all parking area were full Saturday. Overflow field parking was used Friday. No vehicles parked inside the VIP fencing area. Tim said the community service workers really worked hard. He gave special appreciation to Troy Ross, Charley Lyons, and Bobbie McMeens. The Board gave a big shout out to Tim and Kent for their hard work throughout the two weeks of Fair.
- f) Livestock – The Pavilion had good flow, good lighting, and wasn't hot. There was a large crowd even though they were spread out. Having all animals in one area was great. The Chuck Wagon dinner hopefully broke even.

Old Business-

- a) Kids Areas: 1) Train needs work; axles and better tires. 2) Games needs a coordinator. 3) Bounce House was a hit and used continually. Under Sheriff Woodman has a bounce house that we might ask to use/rent. 4) Petting Zoo had one injury to a child; Sara checked out the child. Allow less people in a pen at one time. Post Equestrian Law on main entrance gate. Split times for two horses; ½ day only as they get antsy.
- b) Security: Must be more visible at night; need to patrol by walking around (or use the golf cart). There were

two fight incidents.

c) Volunteers: Alexa was awesome! She wants to send a handwritten note to all volunteers (can use Sign-Up Genius email program). All volunteers she talked with said they want to come back in 2022. Give volunteers a lunch or drink voucher for a Fair food vendor instead of having the pre-Fair volunteer lunch or provide a snack bag (granola bar, fruit, etc.) when they check in. Some T-shirts were returned, but more were kept.

d) Cleaning: There were some toilets that had to be cleaned/unclogged, supplies restocked, and trash cans emptied by Board members when the janitor was not on site. Ask Val to work next year or use two janitors. Budget for larger toilet paper dispensers and soap dispensers. Change brands and try to get a discount. Check with Matt Archuleta on sources.

e) Sound Technician: Good reviews from musicians; some glitches were solved. Activity Tent music could be heard in the Pavilion, but it wasn't distracting. During rain it may be hard to hear under the Pavilion.

f) Electrician: There was an issue with amps; may have been drawing too many amps; old wiring may have been shorting out. Appreciation was expressed for the food vendor, Mexican on the Mountain, who had to use their own generator to keep their electricity running. Arc Faults are needed and should be added to budget. A written estimated quote needs to be submitted with the budget. Better lighting needs to be added near the CSU building. Hi-powered solar lighting needs to be considered.

g) Education Booths: The Fire Department was short-handed so they wouldn't be able to be at this Fair.

h) Exhibit Hall: Overall, everything was fine, though exhibits were down from previous years. More outreach needs to be done early in the year to encourage entrants. Advertise for Open Class entries earlier in the year using Radio and Newspaper ads or even a Letter to the Editor (free) to get people crafting and creating. The exhibit entry process needs to be streamlined; not all were entered online so it took a long time to register people onsite. The Internet connection was not functioning properly so the tablets could not be used. Budget for a Fair-owned laptop. Have a paper registration form they can turn in which a Fair volunteer could enter to the computer and encourage pre-entering at the CSU/Fair Workroom. Solicit Daily demos, like this year's weaving demo by Anne Stone. There were more quilts than usual; a thank-you note was received from a Quilt Guild member. Announce at many times and venues throughout Fair exactly what day, time, location when the Homemaker of the Year, Conservationist of the Year, and Honoree awards will be presented. Terry said the area in front of the gas heaters in the attic must be cleared of all material as it's a fire hazard. Lines should be painted to delineate storage areas.

i) Vendors: 1) The banner from the Bonita Scarf vendor, which blew down and was moved by unknown persons, is still missing; she calls regularly to see if it was found. 2) Boulder Coffee was upset about the layout (he didn't want to be near the Horchata vendor) and left the Fair even after we gave him options and offered to move them to a location closer to the Kids area. The Fair returned his \$60 and \$200 checks. The situation was explained to Boulder Coffee's manager as well. 3) The Market Tent needs to be marketed better. 4) New vendors need to be solicited starting in January. A registration form should be hand delivered to town business by Fair volunteers who also return to revisit and pick up their forms. Becky has the town broken into sections for 4-H Promo Day and will share that info with us. The registration letter should be given to the Chamber of Commerce, put on Facebook, and hand-delivered...take advantage of the "Power of Three". Email could also be a way to source vendors. Adding a link so vendors can pay their registration fee was discussed (costs about \$2.00 per transaction).

j) Sponsorships/Ranch Brands: Terry's Ace Hardware gave a large donation. Bearfoot Garage doors gave a first time donation and banner and thanked us for asking them to participate. This year's sponsors are listed in the 2022 Fair Book. In early 2022 Ranch brand and Sponsorship request letters need to be mailed.

k) Set-Up/Tear Down: Tables for the Chuck Wagon were in short supply in the Activity Tent (may have set up more in the Market tent or given too many to any individual vendor or Education Booth). May need to order more or limit the number of tables given to any one group.

l) 2021 Budget spending: 1) Check into state of the axles and wheels/tires; some welding may be needed. Check with the High School or FFA group to see if they would take on a repair project. Sell magnetic sign space for advertising or sponsorships to attach to the sides of the train cars.

m) Dog Issues: We need the Sheriff's backup for any issues. Signs and flyers were posted which limited entrance to service dogs but there were at least two angry people who confronted anyone who questioned the dog being brought in. The dog issue also needs to be run by the County attorney.

n) Signs/Banners: Replace paper signs used yearly with banners or metal signs.

o) Other: 1) Need a volunteer to hang Honoree and Royalty pictures in the Exhibit Hall. There is a box of them in the Work Room. There are boxes of framed pictures in the attic that need to be sorted, distributed, or tossed. 2) Alexa volunteered her time as Fair Coordinator this year while she was learning the ropes. Effective October 2021 she will be hired for the paid position of Fair Coordinator for 2022! 3) Becky will send a link to photos taken to Kent to put on the website. 4) Some paper copies of the Fair Book need to be printed as early as possible once most details are known. The local print company costs much more than the company from Colorado Springs. Sponsors from the 2021 Fair go into the 2022 Fair Book.

New Business-

a) 2022 Budget: Terry printed this year's budget along with figures to date. Fair is about \$20,000 short in revenue; there is about \$10,000 still to be deposited...so we are close. The County counts on the revenue from Fair to go into their financial pool. There will be NO increase in the budget figures for 2021 except for Capital Improvements. Terry is willing to help with the 2022 budget which is to be submitted September 17th with narratives (why do you need money and for what) due by October 29th. The Travel/Training category includes dues for CAFS. No one attended as the convention was not held this year so no other expenses should have been incurred. Lesley asked that any budget input be emailed to her. A budget meeting date is needed. The Fair's Fiscal Year is January through December. Invoices are missing from M & M Construction and Echo IT (which should have come out of the 2020 budget but didn't so came out of the 2021 budget). Terry reminded us not to hold off spending to a future year because the money goes back into the pot at the end of December. Budget items should be considered for repairs/parts for the Kids Train, Bakers Racks and Wine/Beer Racks and a Laptop for the Exhibit Hall, new Banners, Commercial Toilet Paper/Soap Dispensers, Arc Faults, High-powered Solar Lighting; need to be purchased in early December so invoices can be paid in 2021.

b) Holiday Gathering: Discussion will be postponed until the October meeting. In addition to Board members, the Livestock Committee and CSU staff will be invited.

c) State Stimulus Funds Application: Sharon will meet with Terry to review the forms and fill in the financial data. Terry has the reports from 2020 and prior. The Fair is eligible to apply for two fund categories...one for simply being a County Fair and one for Loss of Revenue due to COVID.

The next Fair Board meeting is Wednesday, October 13th at 6:00pm in person at the CSU building. Existing Board members will confirm their intent (or not) to continue for the 2022 Fair year. Officer elections for 2022 will be conducted.

The meeting was adjourned at 8:30pm.

2022 Fair Board Meetings: 2021 - October 13 November 10 2022 - January 12 February 9 March 9
 April 13 May 11 June 8 July 6, 13, 20, 27 September 14

2022 Fair Dates: Thursday – Sunday, August 4 – 7, 2022