

APPROVED MEETING MINUTES

GILA COUNTY FAIR COMMITTEE

Monday, December 16, 2019

Gila County Courthouse Board of Supervisors Room

1400 E Ash St Globe

Meeting called to order. 6:42. Please see sign in sheet for those present. Janet Cline, Jacque Sanders, Julie Hazen, Jeanne Polenz, Hannah McDaniel, Maegan Dixon, Chris Romitti, Lisa Foster, Renee Carston, Justin Ollendick, AJ Gore

Minutes approved from 11-19-19 Maegen made the motion to approve and Julie 2nd, everyone approved.

Call to public: There were papers available for public to write down any comments. There was no one wanting to speak.

Chairman report and overview of all departments:

2019 was a great fair. We have aerial photography that Danny Brown provided us to see every area and how things were laid out.

Expenses were estimated: \$158,000 Not everything is in Quick books yet. Our bookkeeper is still putting everything in.

We still have bills we are paying, and we still have entries fees that have not been paid from 4H yet, and we still have sponsor money coming in.

Income was increased due to Governor's Funding to \$70,000 from \$40,000.

Our car count was up this past year. Some things were changed at the gate, including Sunday being per car instead of per person. Also, Friday night increased to \$10/ person after 3.

Bottom line, if we do not have good entertainment, we will not bring in more people. And if we do not have good vendors, carnival, and other activities, people will not come out.

We were Audited last year at our fair – walk around, site audit. They were very impressed that we had a livestock area looking great. Pen cards laminated with information was fantastic. Thank you to our 4H extension office for helping in this area. The auditor would like more displays about our livestock industry on educating the public. In the exhibit hall, all the livestock entries and videos were fantastic. The only thing that we still need to improve is how we run our gate paperwork, which we implemented as soon as the auditor gave us tips as to what would be better. The fair needs to promote more education through out the year. The small

animal show at the fairgrounds, demonstrations, and other events such at the Bullion Plaza with FFA and petting zoo needs to increase. He also looked at everything we built with capital improvement money. He also looks at our livestock sale and what was brought in - \$296,660. \$325,000 for add-ons and resale total. We use a portion of the 5% from commissions for these capital improvements for the fair. We do have to keep some money in the livestock account to cover unusual costs regarding livestock.

Gate income \$26,170

Vendor income needs to be updated for bottom line.

Income from government support: \$81,000 (\$70,000 plus \$10,000 from county, and additional \$1,000 from Governors Fund that was paid back from previous year.)

We had money in the bank going into this fair. And because we have great County facilities, and their help, we are way more ahead of the game than we would be if we didn't have their help and staff. We are all volunteers without getting paid and we thank everyone. We also don't pay our gate staff. We give them (American Legion Riders) a donation of \$3,000 that they use towards Veterans and BACA – Bikers Against Child Abuse – and other charities in our county.

Please see the income/expense sheet for breakdown of each area of income and expenses. (Buckle & banner sponsors, event sponsors, vendor fees, ice, bar, etc.)

We have approximately \$70,000 in the bank and will get \$70,000 next year.

We will need to look at the budget entertainment for next year. (\$68,000 was 2019)

Bar expenses and income are still not complete. We still do not have a bill from Craig Miller. He was willing to get paid what we paid for bar help last year. He's not keeping a percentage, just flat fee. It was easier to handle an outside liquor consultant to handle our bar needs due to liquor laws to stay compliant. Bottom line is we will only make a little or break even. We collected ~\$8,000

Other expenses that were more this year was our insurance. We had to go with a different company to cover what we were expected to have for the entire Fair grounds and events. We need to discuss the County insurance policies and what they require us to carry. From \$2 million coverage to \$5 million coverage. Everyone is required to carry their own insurance also.

Jacque said as a fair board, we are so blessed to have 4H extension, 4H, FFA that we all work together to make this fair what it is!

Moving forward to next years fair, we need to change dates of our fair to the last weekend of September. After going to the convention, we realized there were going to be 5 fairs on the same weekend we were going to have ours, so we opted to move ours. This way we don't have to compete for vendors, entertainment, sound guy, a carnival, etc. Sept. 24-27, 2020 will be those dates. We will need to meet with livestock committee to figure out show schedules. We

would like to have each department have sub-committees to meet separately and then report to the fair board. Jeanne needs to train someone on showworks. We need to have a vendor co-chair, etc... Bringing along a vice-chair of each committee will ensure that everyone is trained to be able to carry on for the next year's fairs. And when things need to be handled that are unusual, like the mirrors and air horn being broken on the rental RV due to dust devil, then others are kept in the loop of what things need to be handled.

We also are updating ShoWorks with their new 2020 software and will move forward to accept online entries, but will also have an entry date to help people enter. The new 2020 software will be \$ and will be totally compatible with what we have. Jacque made a motion to get the new software and Maegan second it and all were in favor of getting the new program. Jeanne said she is aware of everything we need to improve when taking entries and with online entries, there will be less headaches and will be able to move over to our Quickbooks too. Having Kristen Polenz here to help last year was very appreciated. Jeanne is working on procedures to have a checklist for entry department. Hannah said that some of the elderly community were not happy that they had to pay \$1 to enter. Jacque also had a question about in the hall, were entries down. They were down from two years ago when we started having entry fees. But compared to last year they were about the same amount of exhibitors, but overall entries were down. If we had a subcommittee for entry department, we could have people going out into the community to remind people to enter. Need an outreach group. We need to be brainstorming on how to increase entries.

We need to have a social marketer committee throughout the year on the fair committee to go around all year long and promote the fair. We need to put up pictures of who won what, like who won the Mayors award for top quilt. Hannah said for each department we need a social media for PR and marketing and, also, influencers to come and take selfies and pictures of fair events and food to come on out to the fair. We also had great compliments from Grant Boice talking about our fair promotional advertising with table-tops at restaurants etc. Each subcommittee meetings need to be open about those meetings, but don't have to follow open meeting laws.

Hannah made a motion to buy business cards for each department chair. This was after the convention had a speed dating event to get vendors and entertainment coming to each County Fair table and Janet had to give out her own personal business card. There were some confusions of which Gila County Fair we were.

Maegan made a motion to get business cards and Jacque second it and all were in favor.

Chris Romitti with Gila County Facilities said this fair ran smoothly. Jacque brought up that we had a Conex box in order to put out the fairgrounds. Also, the broom closet lock was changed so that only the fair committee has access to it. Also, the fair office lock was changed so only fair committee can have access to it. Just for accountability and security. We have been losing items so this was very much needed.

Hannah brought up that the announcer box at the arena needs some repairs and requested that the County follows up with that.

Maegan brought up the fact that we need to vote on entertainment that we found or wanted to be able to have for next year. Ryan, our sound man will be available on our new fair date. Maegan was voted on to be the person to meet and greet our entertainers and VIP's next year. At the convention we met with a gentleman with ride hard entertainment. He has goat roping, mutton bustin', longhorns and would put on shows daily that we would collect entry fees for and be able to keep money since we would be paying him a flat rate. Janet has spoken and confirmed that he will come to our fair next year. Also discussed

Vendors: Julie said she wants less food next year. We brought up the fact that we need to have a vendor meeting to discuss our contract and what we need to add and change. Jacque brought up that at the convention it was brought up that vendors pay a percentage of their sales. This would be very hard to do since we would have to meet with every vendor every night to go over their register tapes to calculate percentages. With us being volunteers, this would be very hard to add more hours to each night to calculate everything. We will table this and discuss at our vendor meeting.

Maegan brought up in the livestock area concerns about safety. The need to have a different sifting process. Jacque said that during sifting, animals were ok, but then doing the show, with cool breeze, and outside environment, etc., we expected that the judge stop the show and dismiss the kid that the parent had to lead the steer. So, we need to look at that in the livestock committee meeting. With the amount of animals that our fair is growing, we will need to look at all our rules. No one leaning on panels. No dogs around ring. Maybe adding security to keep people off the gate and panels? How do we educate the parents to back off? Maybe changing the walkway and access to the stands for public. Or adding panels to the end of the bleachers so they have to walk around the other side away from entrance/exit to show ring. We also need to stress to 4H leaders and FFA advisors that we will sift animals throughout the whole show. We need better crowd management and livestock management. It is a safety issue. We will bring up all these issues at the livestock committee meeting. Janet brought up that we need to go the first community club meeting and let them know we are going to have a stricter sifting committee. Kids should be able to have full control of their animals. They should show at more shows before getting to the fair. This will be discussed at the next livestock committee meeting. It was discussed if we will require more than one show before attending the fair such as a pre-fair show. There will also be a SAILA show 2 weeks before our fair that should that be a requirement? 4H also has a showoff clinic during the summer that kids can participate in. Also, it was brought up about hoofs being trimmed on steers. Also, get GCF ear tags to tag all animals. We will table everything now to discuss at the livestock planning meeting. Next meeting will be on January 27th, 6:30 pm, Gila County Board of Supervisors. ****Meeting conflict for the Board of Supervisors Room, Fair meeting was rescheduled to Monday, February 3, 2020.**

Meeting was dismissed at 8:23 pm.