

DATE: Tuesday, February 19, 2019
TIME: 5:30 pm
LOCATION: BLG 4

Approved at the April 16, 2019 Fair Board Meeting.

AGENDA: (subject to change at the discretion of the Board)

<i>Time</i>	<i>Topic</i>	<i>Presenter</i>
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Note: Due to a technical error this meeting was not recorded.

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| 1.0 | Welcome | Jeff Wade |
| 1.1 | Pledge of Allegiance | |
| 1.2 | Call for Attendance | |
| | Present were Fair Board Members: Chairman Jeff Wade, Vice Chair Brenda York, Ann Marie Moran & Kelton Jensen; Commissioner Scott MacFarlane; Fairgrounds Staff: General Manager Dennis Voeller, Finance Manager Rachel May, Facility Maintenance Supervisor Kole Kuntz & Office Manager/Board Secretary Linda Blomback; Guests: Jason Jarrett & Chris Tarabochia, Bozeman American Legion Baseball; Heather Demorest & Jen MacFarlane, Gallatin County Health Dept; & Jeff Moore, Gallatin Ice Foundation.
Absent were: Tawnya Dykstra, Michael Everts & K.C. McLaughlin. | |
| 1.3 | Review & Approval of Minutes of January 15, 2019 meeting – No Quorum | |
| 2.0 | Call for Public Comment (see below) | Jeff Wade |
| 3.0 | Presentation | |
| 3.1 | American Legion Baseball – Heroes Field light fixtures | Chris Tarabochia & Jason Jarrett |
| | <ul style="list-style-type: none"> • They are appreciative of partnership that makes the field possible. • There is a desperate need to update the aging lights. • Their board has approved the project and they have secured a \$25,000 anonymous donation. • The project calls for a retrofit where they take the top off the pole and attach the new lights. • A loan confirmation has been received from First Security Bank. • This is not a capital improvement but a replacement so they are advising the Fair Board as a courtesy. • Lights are directional so there should be less neighborhood “light noise”. Discussion: <ul style="list-style-type: none"> • Is American Legion Baseball asking for any money from the Fairgrounds? No, but any donation is appreciated. • Does replacing the lights amend the current contract between Baseball and the Fairgrounds? No. The contract says American Legion is responsible for the lights. Also bank is not asking for collateral. • The 25-year warranty does not cover the lights on the Verizon tower because other people are using the tower. | |
| 3.2 | Gallatin Health Dept – Fairgrounds Smoking Ban | Heather Demorest & Jen MacFarlane |
| | <ul style="list-style-type: none"> • They want to educate the community but are not asking for a ban at this point. • Statistics were shared about Montana’s tobacco usage. • One of the most impactful event children attend is the county fair. This is where they can see their idols like rodeo stars using tobacco. • They want to encourage a smoke-free community. They would like to participate in the Fair to educate people and maybe put up signs encouraging people to not use tobacco as it is a | |

kid-friendly environment. They would also like to do a survey of Fair participants regarding tobacco use.

Discussion:

- *Dennis explained that there are booth spaces at the Fair available for groups that want to give out information. Signs would need to be approved through Fair management.*
- *They would encourage the Fair to have a tobacco-free day.*
- *They worked with Music on Main to move smoking to a certain area.*
- *The Fairgrounds can look at a smoke-free zone but the enforcement is difficult. In addition to education, we could create areas for smoking, however, it will be difficult with the carnival which is an important part of the Fair.*

4.0 Gallatin County Commission Report

Scott MacFarlane

5.0 4H Report

Kelton Jensen

- *They are looking at requesting an increase to the \$3500/year for awards.*
- *With the Fair name change, they had to purchase all new ribbons.*
- *A handout showing comparisons with other counties was supplied.*

Discussion:

- *The Fair pays \$10,000 for the tent for the livestock arena and \$4,000 in shavings.*
- *What aspects of 4-H budget do you want to cover? Ribbons and premiums. They had to pay \$871 above the \$3500 last year.*
- *Last year they had more exhibitors but a few less entries.*
- *This year livestock will increase especially beef.*
- *One suggestion was to cover the actual costs instead of rounding it up to \$5,000. That way if the entries ebb and flow they are covered.*
- *Recommend that Kelton comes back with a formal proposal for a particular budget amount with some information backup.*
- *What system do they use to keep track of entries? FairEntry. It is possible that there would need to be an audit?*

6.0 Financial Report

Rachel May

- *Mary Rasmussen has not paid balance of \$183 for her event, so will be submitted to collections.*
- *Wedding Show booth – we have already had another wedding reception booked today (on top of two already booked) and another bride is touring the building tomorrow.*

2.0 Public Comment: Gallatin Ice Foundation

Jeff Moore

- *He is tasked to finish the Ice Barn.*
- *They are raising money to install insulation, HVAC and de-humidification along with improving their guests' experience.*
- *With the upgrade to Rouse, Cannery District, etc they are getting some support.*
- *The NHL has a collective bargaining agreement and one of the percentages they pay out of the fund is continuing hockey.*
- *They are looking to build their programming and number of hockey games being played.*
- *When they put on a tournament, there is potentially 300 motel rooms filled.*
- *He would like to work with the Fairgrounds to improve economic development.*

7.0 Marketing/Sponsorship Report

Carrie Gilman

- *Billboard contracts are out; working on contracts with radio stations*
- *Night shows were announced last week and are on the website and social media; JoDee Messina is having a larger reaction than the other two concerts that were announced.*
- *Carrie has a lot of sponsorship asks out and is waiting to hear back from them.*

8.0 Competitive/Office Report

Linda Blomback

- *The Competitors' Guide is due to the printer on Feb 27. After that deadline, we will be working on judges and awards.*
- *Still need two superintendents – Creative Arts & Culinary Arts*

9.0 Operations Report

Kole Kuntz

- *The contracts for a skidsteer and a tractor are complete; should be receiving them soon.*
- *RFPs for lighting at the Anderson Arena, stage sections, and bleachers are still being submitted.*
- *Pushing a lot of snow.*

10.0 Manager Report

Dennis Voeller

10.1 Oak Lot-Downtown parking support meeting

- *Met with David Kack. They have an estimate of \$500,000 to pave the lot and \$378,000 for Streamline bus operation.*
- *Barry Brown from the Cannery District asked if the County Commission had approved.*
- *Bridger Bowl strategy person called. They are concerned about their access to the parking lot in the future.*

10.2 Multipurpose Building Funding Strategy

- *Best plan is to maximize our marketing to build our event rentals so we can sustain a loan payment.*
- *Also proposed increasing the Fair admission rates.*
- *GIF fundraising lead Jeff Moore reported donor fatigue in our area.*

Discussion:

- *Concern that the viability with the current facilities will not support the increased business. With increased business come increased maintenance, equipment, utilities, etc. Not optimistic about the plan.*
- *Would like to build the community relationships where they help at the Fair and Fair donates to their service group.*

11.0 Business Items

Jeff Wade

11.1 Fair Admission/RV Pricing/Rental Rate Recommendation

- *Last meeting there were questions about demographics and historical admission information. Handouts provided: Admission Demographics by Years 2015-2018; Attendance by age; Effect on Rate Increase on Revenue-Based off of 2018 Admission Revenues.*
- *2018 net profit was \$10,000*

Discussion:

- *How does this compare to other Fairs? Comparison of other entertainment in the area: Bozeman Fun Zone \$9/day; Trampoline Park \$16/hr; Museum of the Rockies \$14.50 for 2 days.*
- *Sidney Fair is similar at the gate but they charge for concerts, parking, etc. All of our entertainment is free with admission.*
- *We spent \$6,000 on rabbit pens and they may not hold all of the rabbits this year. As improvement expenses increase, the increased attendance will fund the improved experience at the Fair.*
- *Need to schedule a special meeting for vote on rates.*

11.2 Policy Changes – Secretary Appointment

- *Would like to include on the agenda for the special meeting.*
- *Need to approve 5 members for quorum, also appointment for secretary.*

11.3 Confirm next board meeting – March 19 2019

- *Confirm at special meeting*

12.0 Adjournment at 7:26pm

Jeff Wade