

DATE: Tuesday, December 11, 2018  
 TIME: 5:30 pm  
 LOCATION: BLG 4

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

<i>Time</i>	<i>Topic</i>	<i>Presenter</i>
<a href="#">05:30:19 PM (00:00:08)</a>	<p><b>1.0 Welcome</b></p> <p>1.1 Pledge of Allegiance</p> <p>1.2 Call for Attendance</p> <p>Present were Fair Board Members: Chairman Jeff Wade, Vice-Chair Brenda York, Michael Everts, Ann Marie Moran, Kelton Jensen &amp; Tawnya Dykstra; Commissioner Joe Skinner; County Administrator Jim Doar; Fairgrounds Staff: General Manager Dennis Voeller, Finance Manager Rachel May, Grounds Foreman Kole Kuntz &amp; Office Manager/Board Secretary Linda Blomback; Guests: Barry Brown &amp; Scott Dehlendorf with Cannery District Partners.</p> <p>Absent was Fair Board Member K.C. McLaughlin.</p> <p>1.3 Review &amp; Approval of Minutes of October 16, 2018 meeting</p> <p><b>Ann Marie Moran made a motion to approve</b></p> <p><b>Brenda York seconded</b></p> <p><b>Unanimous for, motion carries</b></p>	Jeff Wade
<a href="#">05:31:52 PM (00:01:41)</a>	<p><b>2.0 Call for Public Comment - None</b></p>	Jeff Wade
<a href="#">05:32:00 PM (00:01:49)</a>	<p><b>3.0 Presentation</b></p> <p>3.1 Cannery District – Oak Parking Lot</p> <ul style="list-style-type: none"> <li>• They are interested in working with the Fairgrounds on an agreement for sharing the Oak Parking Lot. They believe it will be a mutual benefit for businesses on both sides of Oak St.</li> <li>• They have four more buildings to build.</li> <li>• They were charged with putting in a turn lane and lining up their entrance with the Fairgrounds. They paid 2/3 and the City paid 1/3. They would love to have had the County pay something.</li> <li>• Believes the businesses at the Cannery District helps out the Fairgrounds, i.e. places to eat when people are here for events at the Fairgrounds.</li> <li>• They had 5 concerts last summer and took the liberty to use the Fairgrounds parking lot.</li> <li>• Parking required by the City is one parking space for each 250 sf of office space. Tech companies in reality are more like one parking space for each 150 sf.</li> <li>• They have a 4-story building going in on the east side of the Cannery District which will have a commercial ground floor and 52 apartments.</li> <li>• Wanting to start the process, but won't need the parking for another year.</li> <li>• They have ideas to improve the lot, i.e. shelter for kids being dropped off for Bridger bus. They would like to see Bridger and Crosscut Ranch also be involved in the improvements.</li> <li>• They don't necessarily need additional parking but they want it.</li> </ul> <p><i>Discussion:</i></p> <ul style="list-style-type: none"> <li>• Do they have to change their master plan if they bring in a tech company? No, it doesn't change the requirement, but it changes the reality.</li> </ul>	Barry Brown

- *There is potential for more dialogue.*
- *Do they need to run decisions through the Commissioners? The Fair Board can make decisions as far as use, but financial discussions may need to involve Commissioners.*
- *When would the informal agreement begin? Possibly July when a new 18,000 sf building will be built.*
- *Cannery District was encouraged to maintain a regular dialogue with Dennis. He will let the Fair Board know about any written agreement.*
- *The Fair Board is interested in working with them, but need to see more information.*

[05:49:04 PM \(00:18:53\)](#)

**11.0 Business Items** (moved up in agenda)

Jeff Wade

11.1 Multi-Purpose facility

- *Jeff emailed the Board members his thoughts on the multipurpose building and what their purpose as a governance Board is vs. what the responsibilities are for Dennis and his staff.*
- *The multipurpose building has been discussed since 2012 when the Master Plan was approved, but has not moved forward.*
- *There has been some design on what it might look like but not what it will look like.*
- *The Board has a responsibility to move forward or continue the discussion. Moving forward means voting to say “Dennis, go after this building”.*
- *All of the details will come later.*
- *Jeff believes it needs to be a building that serves the whole community. It is the meaning of a multipurpose building.*

*Discussion:*

- *If the Board votes yes to move forward, what does that specifically mean to Dennis’ job? He will be responsible for all of the planning and what it looks like financially. The Board can help make decisions on the building but we need to get it off the ground.*
- *The Fair Board needs to champion the effort. Yes, but first the Board needs to make the decision to step off and move forward. The Board needs to formally say that they want this. They know it is not a quick or easy process.*
- *Concern that making the decision to move forward may still leave the Board in continuing discussion.*
- *What does moving forward look like (Dennis)? First step is determining funding.*
- *To what degree does the Board see to presenting it to the public? There will need to be an effort from the Board but don’t know what it looks like today. The staff can develop a presentation and have the Board help get the word out.*
- *Dennis and his staff will know best about what needs to be done and then he can let the Board know where they can help, i.e. going to the public, making decisions about the building, etc.*
- *We know there is a market out there based on the last 3-4 years, but to make the jump from where we are to a 70,000 sf facility will take some planning.*

***Ann Marie Moran made a motion to allow Dennis to move forward with the strategic planning of a multipurpose building.***

***Kelton Jensen seconded.***

*Discussion:*

- *Dennis eluded to the big jump it will take to get to a 70,000 sf building. Maybe there are some interim steps that could involve the exhibit buildings that could use some upgrades and could help bridge the gap?*
- *Is it the understanding that the strategic plan is budget, financing and a public campaign? It could be that when we get to the public campaign point, Dennis may find out that there are too many constrictions and that is our end point.*

***Unanimous for, motion carries.***

[06:06:13 PM \(00:36:02\)](#)

**4.0 Gallatin County Commission Report**

Joe Skinner

*Change on the Commission will affect his job and may affect the Fairgrounds if he is no longer the liaison. The new Commissioner may be the new liaison. Joe has been on the Board for 14 years and thinks the Fair Board could use a change.*

[06:08:15 PM \(00:38:03\)](#)

**5.0 4H Report**

Kelton Jensen

- They have an intern for the summer.
- Landscaping started in front of the office; will continue the project in the spring.

[06:09:38 PM \(00:39:27\)](#)

**6.0 Financial Report**

Rachel May

- *Aging*
  - *New Rentals*
    - *Shared a list of 27 new rentals*
    - *For FY 2019 we are at \$78,000 for facility rentals which is up 9% from last year (usually 2-3% is good); we are up 30% from 2017*
    - *RV's are right where we were last year, but up 78% from 2017*
    - *Equipment rentals are up 46% from last year and 81% from 2017*
- Discussion:*
- *What buildings are the most popular? Building 1, but they use others depending on the size needed.*
  - *Of the events that staff attends, i.e. trade show, wedding show, what is the exposure from those? Booked two weddings from the wedding show. We also use social media like Ask Bozeman and Secret Bozeman.*
  - *There is a wide variety of events represented on the new rental list which may be just the tip of the iceberg and it is a sign of a marketing function so when the marketing vendor contract was re-written, more time was included for interim marketing.*
  - *As more events are held, more people are involved which leads to more rentals. For example, the Flutterball Masquerade rental came from them being at a wedding held here. Other venues are \$5,000 a day for a wedding, with us for \$591 they can have a full setup day, an event day and 30 chairs and 5 free tables. \$1,000 towards an event goes a long way here.*
  - *How does the additional business strain our organization resources as far as operations staff? Have had to switch from concentrating on maintenance to event support. With additional staff we are able to cover events better. We have to farm out more services than in the past, i.e. snow removal and lawn maintenance. There are times when events can't be staffed to avoid overtime.*

Convention Reports – Rachel, Dennis, Kole, Linda & Jeff

[06:32:33 PM \(01:02:22\)](#)

**7.0 Marketing/Sponsorship Report**

Carrie Gilman

- *Carrie has been working a few hours a week and is working on the RFP for a marketing agent.*
- *She will be returning full time in February.*

**8.0 Competitive/Office Report**

Linda Blomback

- *Meeting with superintendents; still need a Culinary Arts superintendent.*

- *Dennis sent an email about the theme. Will need that when updating the Competitors' Guide. Board encouraged to review the themes and send their top 3.*
- *Holiday card went out*
- *Construction is almost complete in the office*

[06:35:08 PM \(01:04:57\)](#)

**9.0 Operations Report**

Kole Kuntz

- *Ahead of where we should be at this time of the year. Mild winter is helping.*
- *Kylie made it through her probation period.*
- *Purchased some equipment to help increase productivity – snow blower, table saw, sweeper*
- *RFPs will be going out soon*

[06:36:37 PM \(01:06:26\)](#)

**10.0 Manager Report**

Dennis Voeller

10.1 RMAF/IAFE Convention Report (see above)

10.2 2019 Big Sky Country State Fair

- *Entertainment plans*
- *Ag programming plans*
- *Possible historical village on East Haynes yard*
- *Sunday motor sport area plans*
- *Concert offers*
- *2020 entertainment pre-planning*

10.3 Capital Project Update

- *Oak Parking Lot-3 inch lift of gravel & flower boxes around bases of parking posts*
- *Anderson Arena grandstand-remove crossbar from step entrance*
- *Exhibit buildings parking lot improvements*
- *Rob Pertzborn (BAHA) is asking if the Master Plan is still in place for creating a paved parking lot north of Haynes Pavilion?*
- *Proposed Masterplan changes:*
  - *Add existing Oak Parking Lot*
  - *Remove ice climbing center which is no longer planned at the Fairgrounds*
  - *Locate multipurpose facility south of Anderson Arena*
  - *Remove inefficient facilities (barns) as they will be incorporated into the multipurpose building*
  - *Possibility of removing Exhibit 2 & 3 and combine them and the courtyard and possibly building 4. It would be approximately 30,000 sf and would allow shows like the gun show to grow 23%.*
  - *Discussion:*
    - *How much square footage? Approximately 20,000 sf. Design of facility would need to allow partitioning. Would allow for larger trade shows.*
    - *As we develop a strategy to be prepared for the multipurpose facility, one of the first steps would be to move the performance arena to the northwest end of Anderson Arena, east of that would be the warm up arena and then stock pens then we could add a long horse barn between the Anderson Arena and the pens which leaves the footprint ready for the multipurpose facility. These are relatively inexpensive moves.*
    - *There is a balance of improving some facilities so you can create revenue that will sustain payment to build the bigger projects.*
    - *Keep the motor sport area as it is*

- *Need to re-evaluate our value and pricing for rentals and Fair admission. Will bring more information to next meeting.*

**11.0 Business Items**

Jeff Wade

11.1 Multi-Purpose facility (see above)

11.2 Confirm next board meeting – January 15 2019

*Agenda will include voting for Chair, Vice-Chair and approving bylaws*

11.3 Other

[06:55:41 PM \(01:25:30\)](#)

**12.0 Adjournment**

Jeff Wade