

Weld County Fair Board

Monthly Board Meeting

April 6, 2020

Meeting called to order by Vice President Mike Frink at 6:05 pm.

MEMBERS PRESENT: Isaia Aricayos, Neil Temmer, Christie Gabel, Aaron Helus, Eli Hatch

EX-OFFICIO/STAFF PRESENT: Keith Maxey, Nancy Gogreve, Robby Adams, Kim Sterkel, Larry Hooker

SPECIAL GUESTS: Weld County Commission Scott James; Kim Dorsey; Bridget Holcomb

ADDITIONS/CHANGES to AGENDA: 1) MQA and Animal ID – Larry Hooker; 2) Extension Programming Update – Kim Sterkel

MOTION by Isaia Aricayos to approve Agenda as amended, seconded by Aaron Helus; motion passed

MOTION by Isaia Aricayos to approve Consent Agenda as submitted, seconded by Neil Temmer; motion passed

SPECIAL REQUESTS/GUESTS:

- 1) Commissioner James – the county continues to battle COVID-19; Health official Dr. Wallace believes the peak will come this week; the County has exceeded over 500 confirmed cases and 26 deaths, the most in the state; however they believe the virus may be slowing; it's reasonable to believe there may be hesitancy in future to gather in public but the community will want Fair and we expect the event will be allowed to proceed; the county is fully behind the Fair and want to ensure conversation about a safe way to host the event; Stampede hopes to move forward as normal; Sponsorship – due to the economy in general, advertising dollars have been cut back in the general entertainment/radio industry; there is a large impact to Oil exploration in the county, companies are not exploring or completing new construction and there are layoffs and cutbacks

UNFINISHED BUSINESS:

- 1) Sponsors – Bridget Holcomb – Sponsorship committee has been very busy; however, not much response has been received from sponsors at this time; Nancy said Agfinity sponsorship of \$5k has come in; Communications committee has helped with sponsor packets; Greeley Trib agreement has been made which includes a social media campaign, but is not active at this time due to COVID-19; no major sponsorship has been received at this time except for Agfinity; award sponsors are trickling in; this might be good time to review the budget and consider a slimmer budget for this year; Christie and Isaia will meet with Sponsorship committee to review budget
- 2) Define roles and responsibilities – postponed

New Business:

- 1) Jenette Masarie – new Weld County Fair Coordinator – previous experience with Texas State Fair and National Western Stock Show; received a degree in animal science from CSU – we all welcome Jenette to the team
- 2) Sponsors – Awards sponsors – nothing new from report submitted; decisions on Entertainment and direction for Nancy is needed due to the current date and planning of the event; Draft Horse – free of charge; Airbound – we spent \$13K last year – we will need to consider not having the event this year due to current budget constraints; Meat Goat – free of charge to the Fair; Carriages – \$6250 paid last year, due to budget will need to postpone for this year; Energy Trailer – no cost to Fair; Weather Oak photo booth cost \$5k last year – will likely be cut; Yaks – exhibition to show animals – need okay from City to have Yaks on grass; Antique Tractors – no cost; Corvette Show – paid for award they gave away – minimal cost for award; Open Team Roping – provide venue, no cost to Fair; Mini Tractor Pullers – no cost to Fair; large expenses will need to be considered to be cut this year; Face Painting – \$3k spent last year; MOTION by Christie Gabel to approve no cost exhibits, seconded by Isaia Aricayos; motion passed. MOTION by Neil Temmer to allow exhibits costing \$250 or less, seconded by Isaia Aricayos; motion passed. need to pay for lights used at Arena – Keith will get back to board on costs for using lights.
- 3) Awards – There is a need to reach out to award sponsor – letter have been sent to major sponsors and award sponsor – money is trickling in very slowly – Fair Board Treasurer Christie Gabel and Isaia Aricayos – Fair Board member overseeing Awards and Sponsors will meet this week with committee to review sponsorship, awards and the budget going further. A modified budget and planned outreach for sponsors will be developed. It's important all board members support sponsorship efforts due to a late start and current economic crisis. Currently we have received around \$3k in sponsorship money. We may need to look at awards and consider reducing available awards unless specific award sponsors donate toward the award. One possible option may be that only champions get buckles.
- 4) EMT – on-site ambulance – Neil will contact UC Health and NCMC to see if they could submit a bid for the event
- 5) Recognition – Other fairs have been keeping the award year from awards due to possibility of not having a fair and using it another year; however, we should have the year on Grand Champion awards – MOTION by Christie Gabel to leave the year off all awards, seconded Neil Temmer; motion passed
- 6) Larry – MQA will be online this year; a link will be sent on Wednesday which includes a list of those who need to complete an MQA; the online course will include a Powerpoint presentation followed by a written test; Weld County provided provisionals in the past, currently it won't – June 1 drop dead date; MQA system is state-wide; Animal ID – no Face-to-Face meetings until May 15; State Fair deadline has been extended but still need tag and retinal scan; need back-up plan – Dep of Ag meeting 6/24 to determine if Fair will occur; will wait to hear back from state on their decision
- 7) 4H update – Kim stated that on May 15, 4H will determine if face to face meetings will occur and the impact to other programming – it may be required that June and July may be virtual; which means Fair may not be related to “4H” and just a County Fair exhibition due to

- 4H restrictions; FFA is holding off on meeting and is currently up in the air as well; FFA State Convention on June 1 is still on at this time; State 4H convention has been cancelled.
- 8) Sale Committee – no meeting lately, the committee is hoping for the best all the way around, either way they are expecting it to not be like other sales in the past.

ANNOUNCEMENTS:

May 4 next Fair Board meeting

County has closed buildings through May 1

MOTION to adjourn meeting at 7:33 PM by Neil Temmer, seconded by Isaia Aricayos; motion passed.

Respectfully Submitted,  
Isaia Aricayos

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Weld County Fair Board Secretary