

DATE: Tuesday, May 15 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>
05:30:08 PM (00:00:04)		
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, Michael Everts & K.C. McLaughlin; Commissioner Joe Skinner; Fairgrounds Staff: General Manager Dennis Voeller, Operations Foreman Kole Kuntz, Marketing Coordinator Carrie Gilman, Office Manager & Fair Board Secretary Linda Blomback; Public: Rachel Pruitt. Absent was Fairgrounds Staff Finance Manager Rachel May.	
1.3	Review & Approval of Minutes of March 20 & April 17 2018 meetings Ann Marie Moran made a motion to approve the March 20 minutes K.C. McLaughlin seconded Unanimous for, motion carries Brenda York made a motion to approve the April 17 minutes Ann Marie Moran seconded Unanimous for, motion carries	
2.0	Call for Public Comment - None	Jeff Wade
06:02:50 PM (00:32:46)		
3.0	Gallatin County Commission Report	Joe Skinner
	<ul style="list-style-type: none"> • Starting budget • Reduction in Fair Board members approved • Two new applications for Fair Board; have not received Conrad Anker's resignation; Jeff will respond. 	
05:32:19 PM (00:02:16)		
4.0	Financial	Dennis Voeller
4.1	Aging	
05:33:07 PM (00:03:04)		
5.0	Marketing/Sponsorship	Carrie Gilman
5.1	Marketing Presentation	
	<ul style="list-style-type: none"> • Sponsorships: <ul style="list-style-type: none"> ▪ Ford presenting sponsor proposal for \$15,000 out; hope to hear tomorrow ▪ Returning sponsors: Lehrkinds, Murdochs, Harrington Pepsi, Staley Engineering, Morrison Maierle, Big Sky Western Bank/First Security Bank, Front Line Ag, Northwest Farm Credit Services, Qualicare & Boot Barn ▪ New sponsors: Wheat Montana, Wrangler Jeans, Ford, Holiday Inn of Bozeman ▪ Media sponsors: Eagle, Townsquare Media, Chronicle, Belgrade News, Montana Parent & Alphagraphics 	

- *Discussion: Would it be beneficial to reach out to other communities in the county like West Yellowstone and Big Sky for sponsors so they feel a part of our Fair?*
 - Marketing: Jeff Wilcox with Total BS Media
 - *Colors and animals are updated*
 - *Marketing Channels*
 - *Updated Theme*
 - *Social Media*
 - *Billboards in Helena, Missoula, Dillon & Butte; billboards in Bozeman are hard to find and expensive*
 - *Discussion: The Board would like to see the graphics for the billboards before they go up; Carrie would like to work with a sponsorship partner to utilize their billboard near Bozeman for a short period next year; Jeff Wade suggested working with a hotel.*
 - *Radio: Eagle Radio & Townsquare Media are our media sponsors; plus ads will be done on KBOZ Bozeman, KAAR Butte, KCTR & KGHL Billings, Idaho Falls & KBLL Helena*
 - *Digital Marketing: GeoFencing (Banner ad on social media sites)*
 - *Discussion: What are the targeted demographics? Bozeman & Belgrade ages 25-50. Can you reach further into the county? Yes that is a good idea, they can look into it. They could do 3-4 locations with the budget allocated.*
 - *Display Ads: MT Parent magazine, Belgrade News, Townsquare Media, Eagle Radio*
 - *Web Calendar*
 - *Print: MT Parent Magazine, Belgrade News, Obvious Ads, Celebrate Agriculture, Competitors Guide (being distributed by Open Class Superintendents); MT Parent gave us a free article in their travel issue; Obvious Ads are distributed in June & July.*
 - *Other: Visitors Guide, Student Ticket Giveaway through Belgrade Middle School & Kidaballoo booth.*
 - *Discussion: Why no television? It is expensive and we get coverage by them during the Fair. We send press releases to them. Jeff suggested that we have space/tent for the press.*

6.0 Competitive

Linda Blomback

- *Extending 56 County Quilts Contest deadline until June 15. Vickie made phone calls & we are sending out a postcard.*
- *Open Class workshops have been happening; 24 people attended the Paint & Sip and were wanting to have another one; last workshop is cake decorating this Saturday.*
- *Ribbons & bronzes ordered, 4-H buckles being ordered soon; these are paid by the \$3,500 from the Commissioners.*

[06:08:05 PM \(00:38:02\)](#)

7.0 Operations Kole Kuntz

7.1 Project Status

- *New signs on Exhibit Buildings*
- *RFP's awarded are in process-landscaping, painting, turf maintenance*
- *Concrete pads for grandstand steps will go in the end of this week; along with new chute latches*
- *Underground leak is getting dug up and fixed*
- *Landscaping around Building 4 is being cleaned up*

[06:10:47 PM \(00:40:43\)](#)

7.0 Manager Report Dennis Voeller

7.1 FY19 Budget Project List (handout available)

- Difference between 4010 (capital improvement) account and 2160 (Fairgrounds) account
- \$100,000 was received through the budgeting process last year and have been advised that will continue this year.
- Requests per accounts, i.e. 920, 930, 940
- Capital list of what was approved last year
- Stockpiling of millings from the City to be used around the Anderson Arena

8.0 Business Items Jeff Wade

8.1 Reduction in Board Letter Review (see above)

[06:14:45 PM \(00:44:42\)](#)

Multipurpose building discussion:

- Ann Marie provided building estimates and type
- Process to develop project team would involve County Facilities/Procurement Director, Finance Director input
- Selecting project management type – Construction Manager, Design/Build, etc
- Confirm process to get public/user input
- Michael suggested that summer architectural students may be able to provide renderings
- Dennis was directed to provide a potential use list for board consideration, a pro forma to Michael for use in developing drawings.
- Commissioner Skinner said the county will support the project if we can confirm the department's ability to stand the cost of the project and operations.

[06:47:51 PM \(01:17:48\)](#)

9.0 Adjournment

Jeff Wade