

DATE: Tuesday, August 21, 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>
(Technical difficulty for first few minutes-no recording until 2.0 Public Comment)		
1.0	Welcome	Jeff Wade
1.1	Pledge of Allegiance	
1.2	Call for Attendance	
	<i>Present were Fair Board Members: Chairman Jeff Wade, Vice-Chair Brenda York, Ann Marie Moran, Tawnya Dykstra & Kelton Jensen; Commissioner Joe Skinner; Fairgrounds Staff: General Manager Dennis Voeller, Finance Manager Rachel May, Operations Foreman Kole Kuntz, Office Manager & Fair Board Secretary Linda Blomback & Marketing/Sponsorship Coordinator Carrie Gilman; Public: Lee Nuss. Absent were Fair Board Members: Michael Everts & K.C. McLaughlin.</i>	
1.3	Review & Approval of Minutes of June 19 2018 meeting Ann Marie Moran moved to approve. Brenda York seconded. Unanimous for, motion carries.	
05:34:51 PM (00:00:02)		
2.0	Call for Public Comment - None	Jeff Wade
05:34:55 PM (00:00:06)		
3.0	Gallatin County Commission Report	Joe Skinner
	<ul style="list-style-type: none"> Finished budget process Romeo Entertainment call supporting BSCSF staff 	
05:36:06 PM (00:01:17)		
4.0	4H Report	Kelton Jensen
	<ul style="list-style-type: none"> Indoor Arena improvements were great-paint, lights, fans, etc. Down 15 exhibitors from last year. Half of 4-H kids enrolled do not participate in Fair. They will be working on this for next year. \$100,000 increase in market sale. Support for the sale is incredible. 70 new buyers this year. Wi-fi worked great. 	
05:39:43 PM (00:04:54)		
5.0	Financial	Rachel May
5.1	Aging	
	<ul style="list-style-type: none"> A few people are getting very late on their payment. Any input on further actions? Discussion: <ul style="list-style-type: none"> Several ideas discussed; encouraged to send them to collections 	
5.2	Preliminary Revenue/Expense Summary	
	<ul style="list-style-type: none"> Report is 80-90% final \$6,022 profit is lower than we hoped but looking at the big picture we are up \$100,000 in admissions from 2 years ago Gross sales mostly up across the board Discussion: <ul style="list-style-type: none"> Alcohol sales? Up by 20%. 	

- *Professional services up \$50,000 (from third night show). Was it worth it? Yes, but will make some adjustments for next year to improve.*
- *Why were commercial vendors lower than last year? Sales of commercial vendors were re-formatted. Fairgrounds sold outdoor and Jim Harrison with Rocky Mountain Shows sold the Haynes Pavilion. There is a downward trend in commercial vendor participation throughout fairs. Within \$500 of last year when we paid a commercial vendor coordinator.*
- *Haynes additional entry on south or east side next year.*

[05:56:44 PM \(00:21:55\)](#)

6.0 Marketing/Sponsorship

Carrie Gilman

6.1 Sponsorships

- *Trade Sponsorships \$44,780*
- *Cash Sponsorships \$53,950*

6.2 Marketing Presentation

- *Desktop users declining, mobile increasing. Our website is designed for the mobile user.*
- *The map on the website increased 280% from last year.*
- *More people found us by typing in our website vs searching for us; Google Ads performed well.*
- *Instagram and Snapchat – reach is less but impact is more. Need to improve engagement next year.*
- *Facebook – more engagement. Could put more money in ads for next year.*
- *Radio – had multiple entertainers who were on air promoting their shows along with 4-H and the Wife Carry contest.*
- *Media – looking at having a lunch before Fair next year to give them the information they need for Fair.*
- *Discussion:*
 - *Job well done.*
 - *Carrie is contracted instead of being an employee. She has renewed her contract for next year.*
 - *Gate report showed that someone from all but 2 states were at our Fair.*

[06:11:44 PM \(00:36:55\)](#)

7.0 Competitive

Linda Blomback

7.1 Competitive Exhibits Presentation

- *Indoor Exhibits increased by 32%; 517 people's choice votes brought in for 52 County Quilts Contest.*
- *Bronze Bonanza had 194 entries, increased by 189%; moved it to the Sunday before Fair which brought more entries plus allowed 4-H kids to show before their market sale.*
- *Barnyard Brawl was split apart as part of the Bozeman Roundup. Didn't fill all of the mutton bustin' entries (49 out of 60); 4 calf scramble teams; 65 chicken chasers; looking at returning to a combined event next year.*
- *Bozeman Roundup – 5 entries who competed at all 3 performances; all took home their entry fee and more.*
- *New contest this year – the Wife Carry Contest was a lot of fun; had 8 teams entered; winners took home \$200 and wife's weight in beer.*
- *Exhibit Buildings looked good; Girls Scouts and Compassion Project joined us in the buildings along with putting the rest area in Building 2.*

[06:20:40 PM \(00:45:51\)](#)

8.0 Operations

Kole Kuntz

8.1 Fair Summary Presentation

- *Had a better, clear picture of setup going into Fair.*

- Staffing was difficult. Had to use Express Pros which was expensive.
- In house staff (Army of Two) did a great job.
- Gun Show & Farmers Market the weekend before hindered setup.

[06:26:33 PM \(00:51:44\)](#)

9.0 Manager Report

Dennis Voeller

9.1 Fair Attendance

- Wednesday has continued to increase in attendance from 2016 which reflects our improved programming.
- Thursday and Friday were solid.
- Small weather events on Wednesday and Friday slowed things down slightly.
- Sunday grew with just a small amount of entertainment added. Could look at adding Barnyard Brawl to Sunday. Could also promote it with a designation of military, law enforcement day etc.

9.2 Proposed Programming for 2019

- Anderson Arena – start with 4-H horses again, concerts begin ½ hour earlier with local opening act, change Bozeman Roundup to one two-hour performance, then finish with Barnyard Brawl on Sunday.
- E Haynes lawn – looking at adding an entertainment act to this area
- Indoor Arena – continue with the jackpot show the Sunday before
- Entertainment Area - looking at bringing the Pedal Tractor Pulls, petting zoo, mobile stage act back; would like to bring Ag associations mobile marketing into the area.
- Free Stage – Hard Days Night had some good crowds, talking to promoter about possibly bringing in an Everly Brothers tribute next year.
- Motor Sports – Mountaineers can only do two shows so need to fill the rest of the schedule with more programming, possibly the motocross if they could do two shows; Sunday could be drone contest and wife carry contest.
- Lumberjacks were a good show, however there was no seating as we ran out of bleachers. Interested in bringing in a high dive act that we saw in Billings.

9.3 Admission Summary

- Breakdown of sold and comped tickets.
- Discussion:
 - Would be nice to see comparison of ticket prices from other fairs.
 - Suggestion to include Fair attendance in entry fee.
 - Did the Everclear concert and the Hill N Hole draw the same crowd? Do we need to do something difference to draw another demographic?

[06:50:08 PM \(01:15:19\)](#)

10.0 Business Items

Jeff Wade

10.1 Motion to adopt new bylaw adopting resolution reducing number of board seats to seven (7).

- Tabled to September meeting due to no bylaws quorum (6 members needed)

[06:50:39 PM \(01:15:50\)](#)

11.0 Adjournment

Jeff Wade