



FAIR BOARD MEETING

DATE: Tuesday, May 21, 2019
 TIME: 5:30 pm
 LOCATION: BLG 4

- ATTENDEES:
- Jeff Wade, Chair
 - Michael Everts
 - Ann Marie Moran
 - Kelton Jensen
- Brenda York, Vice Chair
 - K.C. McLaughlin
 - Tawnya Dykstra
 - Scott MacFarlane (Commission Liaison)

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

Time	Topic	Presenter
5:30 pm	1.0 Welcome 1.1 Pledge of Allegiance 1.2 Call for Attendance: Jeff Wade, Brenda York, K.C. McLaughlin, Tawnya Dykstra – no quorum 1.3 Review & Approval of Minutes of January 15, 2019 meeting – deferred to next meeting	Jeff Wade
5:40	2.0 Call for Public Comment None	Jeff Wade
5:50	3.0 Presentation None	
6:10	4.0 Gallatin County Commission Report None	Scott MacFarlane
6:20	5.0 4H Report None	Kelton Jensen
6:30	6.0 Financial Report – Aging is current. Fair outdoor exhibit space for fair is doing well, indoor is struggling. Lining up gate help with applications being open now. Arranging finances for fair – checks for entertainers, treasurers office, etc.	Rachel May
6:40	7.0 Marketing/Sponsorship Report Presented the 2019 Marketing & Sponsorship Summary including cash sponsor list – Mattress Firm, T&E, NEW, Bridger Animal and Cowboy Cricket Farms are all new – value totaling \$59,500. Trade sponsors list includes Outside Bozeman, ABC Fox Montana as new with the value totaling \$29, 500. Radio ads will start on May 24th with Rachel doing a kick-off ticket sale live radio interview on 100.7 XL. Fair interviews will take place each morning with acts, 4H and other. Major acts will be providing swag for media giveaways. Print ads will continue through Fair – focus is nights shows, tickets sales, competitive events/opportunities and family fun. Print media outlets include Bozeman Chronicle, Belgrade News, Outside Bozeman, MT Parent, Bozone, Obvious Ads, Destination. Additional print pieces are Visitors Guide, day sheets, mail stuffer, Competitors Guide, posters and flyers. Examples were provided. Multiple comments on the new graphics in the affirmative. Web & Digital partners have improved their platform which will be reflected on our website. Social Media partner will be placing ads, providing content prior to and during Fair. Billboards will be placed in Bozeman (1), Butte (2), Great Falls (1), Missoula (1), Helena (1), Billings (1) – samples of the designs were handed out. Media luncheon prior to fair to build	Carrie Gilman

relationship and provide access credentials and answer questions. Fair signage being updated to reflect new colors and graphics.

6:50 8.0 **Competitive/Office Report**

7:00 9.0 **Operations Report** Kole Kuntz
Waterline to exhibit buildings replace. New bleachers are schedule to be here the end of the month. Conover turf maintenance contracted to support fair staff in maintaining grass areas. Service group RFP sent out with some response. Temp labor position posted.

7:10 10.0 **Manager Report** Dennis Voeller

10.2 FY20 Budget Submittal
Copy of Fairgrounds Budget Request handed out. Focus is on surface treatment and replacement of equipment that is no longer serviceable. Capital project list is driven by the masterplan and is in priority based upon current needs.
10.3 Fair Report
Overall preparation is in order. Barnyard Brawl is still requiring some attention but have the lead elements in place. May ask Linda Blomback to secretary. Brent Beley, AGR students, Kevin Gower have agreed to participate.

7:30 11.0 **Business Items – deferred to next meeting due to lack of quorum** Jeff Wade

- 11.1 Secretary Appointment
- 11.2 Other
- 11.2 Confirm next board meeting – June 18 2019

8:30 12.0 **Adjournment** Jeff Wade