













DATE: Tuesday, October 18, 2016
TIME: 5:30 pm
LOCATION: Building 4

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

Time	Topic	Presenter
05:31:40 PM (00:00:18)		
1.0	Welcome	Brenda York
1.1	Pledge of Allegiance	
1.2	Call for Attendance	
	Present were Fair Board Members: Vice Chairman Brenda York, Ann Marie Moran & Michael Everts; Commissioner Joe Skinner; Fairgrounds Staff: General Manager Lori Cox, Facilities Director Dennis Voeller, Finance Manager Rachel May, Office Manager Linda Blomback & Operations Foreman Kole Kuntz. Absent were Fair Board Members: Jeff Wade, Tim Stefan, Conrad Anker & K.C. McLaughlin.	
1.3	Review & Approval of Minutes 4-19-16 and 9-20-16 – <i>No Quorum</i>	
05:32:39 PM (00:01:17)		
2.0	Public Comment - None	Brenda York
05:32:47 PM (00:01:24)		
3.0	Presentations	
3.1	Gallatin County Commission Report	Joe Skinner
05:33:13 PM (00:01:51)		
4.0	Financials	Rachel May
4.1	Aging Report  	
4.2	Current expenditures & revenues    	
	<ul style="list-style-type: none"> • <i>Current year tracking to last year; expenses at 42% utilized compared to 45% in FY16; income at 34% earned compared to 36% in FY16.</i> • <i>Joe Skinner added that the State settlement with NorthWestern Energy will affect County revenues.</i> • <i>New revenue of \$35,000 on lease on land due to Verizon and Extension.</i> 	
4.3	End of Year P&L FY16  	
	<ul style="list-style-type: none"> • <i>Net income of \$44,111.26</i> 	
4.4	Big Sky Country State Fair P&L 2016	
	Expenses Discussion:  	
	<ul style="list-style-type: none"> • <i>Overtime up slightly due to Rachel being gone on maternity leave; replaced with 2 part-time staffers.</i> • <i>Awarded prize money increased with paid premiums of \$5/blue.</i> • <i>Printing increases due to customer request from 2015 Fair.</i> • <i>Grant funds of \$900 to Gardiner FFA for managing Mutton Bustin'.</i> • <i>Goal is to maintain the \$400,000 expense budget for State Fair moving forward.</i> 	
	Revenues Discussion:  	
	<ul style="list-style-type: none"> • <i>Carnival sales increase of 1%, which resulted in State Fair percentage less than projected.</i> • <i>Food and Beverage revenues totaled \$36,071.95; alcohol fee is 40% of gross sales; concessionaires fee is 17% of gross sales; audited daily.</i> • <i>Cash registers were required for concessionaires, but may not yet be recovering all sales.</i> 	

- *Token system was successful for alcohol sales – consider for all concessionaires.*
- *Fewer food vendors an option.*
- *Consider foods not yet offered (cultural, traditional, farm to table).*

Budgeting for next year’s State Fair:

- *Hiring new part-time event staff with first hire December, 2016; second hire July, 2017.*
- *Lower expectations for revenue projections.*
- *Marketing results proved successful for radio buys local and external cities; TV buy results disappointing and will be evaluated.*
 - *Increase in marketing labor for 2017 State Fair, now that sponsorships are established.*
 - *Will check with other fairs for current marketing buy trends.*

Other Discussion:

- *Noted that other fairs reporting a down year – theory about election year as possible cause.*
- *Discussed other fairs’ ratio of revenue to spending.*
- *Significant increases in customer comforts – porta potties, shade and vendor services.*
- *Swings in fair business often relate to economy (poor economy, fairs do better); weather (two hot days followed by exceptional Saturday weather meant customers left town).*

[06:22:26 PM \(00:51:04\)](#)

5.0 Interim Activities

- | | | |
|-----|---|----------------|
| 5.1 | Adult Beverage RFP Discussion | Lori Cox |
| | <ul style="list-style-type: none"> • <i>RFP considered for interim events for marked service improvement for event promoters. Revenues only balance between small and large events when using an exclusive purveyor, either contracted out-of-house or by in-house staffing.</i> • <i>Purveyor develops event promoter relationship to increase efficiencies.</i> • <i>Any organization, such as a 501(c)(3), can submit. Could accept just beer and wine only from an applicant; hard alcohol may not be necessary.</i> • <i>Event centers often have in-house departments to run Food & Beverage; we may consider this upon building the multipurpose facility.</i> • <i>An exclusive purveyor improves protection with third party liability.</i> | |
| 5.2 | Overview on Markin Consulting for Feasibility Study | Lori Cox |
| | <ul style="list-style-type: none"> • <i>For review and consideration; many consultant options when we approach this phase.</i> | |
| 5.3 | Fairgrounds Logo | Lori Cox |
| | <ul style="list-style-type: none"> • <i>Pro and con arguments about “Bozeman Montana” versus “Big Sky Country”</i> | |
| 5.4 | Housing 6CV – Solving Issues | Dennis Voeller |
| | <ul style="list-style-type: none"> • <i>Cold storage bay remodeled but dimensions submitted were not correct. Attempting retrofit of door height.</i> | |
| 5.5 | Rouse Property Discussion | Lori Cox |
| | <ul style="list-style-type: none"> • <i>Brief discussion of awareness of area property potential sale.</i> | |

[06:54:07 PM \(01:22:44\)](#)

6.0 Big Sky Country State Fair

Lori Cox

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|-----|--|
| 6.1 | Staff Strategic Session: 8 Operatives: |
| | <ol style="list-style-type: none"> 1. Permanent alley for livestock 2. Keg system for alcohol sales (improve revenue and speed) 3. Lighting outdoor areas 4. Improving operations/amenities in Anderson Arena 5. Shuttle for elderly and disabled 6. Technology at the gates replaced 7. Motor sports research 8. Adding picnic tables and shade |

6.2 Programming Discussion

- *Brothers Osborne a possibility on Friday*
- *Two possible plans for Thursday:*
 - *Country comedian Chad Prather plus baby country artist*
 - *Smash Mouth or other 90s rock*
- *Working with lumberjack agent again for deep discount due to 2016 cancellation.*
- *Consideration of Music on Main – State Fair 2017 concerts will start at 8pm.*

6.3 Admissions Discussion

- *With goal of improving attendance in ages 6-12, consideration adult State Fair price of \$10 and decreasing youth from to \$3. Adult presale would remain at \$8.*
- *Have not changed prices in approximately 8 years.*

[07:11:25 PM \(01:40:03\)](#)

7.0 Business Items

Brenda York

7.1 ~~Bronze Bonanza~~ - no quorum

Next meeting will include discussion about moving to quarterly meetings due to lack of attendance.

[07:14:21 PM \(01:42:59\)](#)

8.0 Adjournment

Brenda York