



Everyday Ag video was shared. The State Fair exists for Ag and we weren't doing a good job on Ag education. This addresses our core pillars. People are becoming more removed from agriculture, so we approached this as no matter where you are, who you are, you can learn about Ag at the state fair. This is an immersive program. We will build it out in future years. Kota did 100% of the design and the research. This will be accessible to everyone from farmers and ranch kids to someone who has never been to a farm. We are focusing on beef, swine, judge with the judge and a scavenger hunt. Video presented (sent out via email to board this am). This is diverse enough for all ages and ability types. There is an audio tour, you see things but may not know what is going on, the audio will help communicate the message of the what and why. We partnered with FFA, Chugwater is writing the scripts and the local radio will record. It's educational and Ag related. The goal is to have Ag education in every corner of the grounds. It keeps the consistent messaging back to Ag. This will help connect the static exhibits back to Ag as it moves forward. We have an opp and a responsibility to educate the public. This is designed to be easily shared to other Fairs.

Dan asked for an update on Ranch Rodeo and general feedback on drug testing.

Ranch Rodeo is full speed ahead. We are meeting with them to make sure we are building the relationships. Their forms are updated and open. Good feedback so far. They are good to work with. Drug Testing, we met with WAF in March, there are a couple of fairs with concerns, but overall, so many people have thanked us for what we are doing, for taking the initiative. The consensus is that it isn't a favorite but it needs to happen. We have great resources and partners. There are a lot of good people that don't want to get in trouble about an unintentional thing. Conversations have been very holistic and good for animal husbandry. When people realize it's not that big and scary, it won't be as big of a deal.

Joe asked, are we on schedule for awards? Kris shared, yes, buckles have arrived, ribbons are in, banners and plaques are in process. Other than our chairs (which are too small), but we have time to replace those.

Joe asked, legislatively, have we got things in place to invite them to get them on grounds? Courtney does yearly invites to them so they can come any time. With the fundraising position we might see more involvement. Courtney will invite them to the breakfast and Champion and Champions. We don't have anything specific to them at this point. Joe likes bringing them Tues. Shawn suggested a legislative appreciation BBQ at noon for 2024. Courtney has also invited WY Assc of Fairs to join us on Tues with CoC and the breakfast.

Handouts- first Endowment Auction Poster (designed by Kota and Bridges), on July 26. Events calendar, and the "refrigerator" page. These are the important dates for the rest of this year that we know about today. Courtney suggests that board participates in the conventions, there is money in the budget. We designed a county fair banner, if you are close to a county fair, please take the banner. We also have posters, please take them to your region and distribute.

## **VI. - SILVER ARENA PROGRESS REPORT – Josh Schmidt, Tobin & Associates**

Introduced Josh Schmidt from Tobin. Silver Arena, we have met with the Enterprise, and they wrote letters of recommendation, and the Converse County Commissioners wrote a letter of support. The support we are seeing from the county and city and the Enterprise (joint chamber of commerce) is very good. Ryan Scranton has kept us on track. We are in the home stretch of Level 1/2. We are at a place where we are prepared to present for Level 3 funding.

Josh—Ingerberg Miller Architects, they did the drilling and geo-tech, also have Eng Devine out of Casper, Prefert Complex Design out of Texas (Burrow). They are a great source on equine facilities. The enclosed Silver will stay north of Pepsi. The two big things that may have changed since the 2020 master plan, one, seating capacity and what is ideal. Doubled the seating to 2000. 242 parking spaces with ADA, currently shown next to Yellow and Pepsi. We flipped spectators and exhibitors. Spectators

on the east side instead of the west, leaving west for circulation for competitors/back of house. This made more sense for pens and livestock and to create a great experience for the people attending. The floor plan shows the overall facility just above 90,000 square feet. Connected to Pepsi. Enhance concessions and engulf the bathrooms and offices into the connector. The west and arena would be dirt floor. On the east there is circulation behind and under the bleachers. This allowed for the additional seating without increasing the footprint by much. This creates some space for vendors. We are in the phase where we get the reports wrapped up and ready for the legal next month. Courtney asked for some ball park estimates. Subtotal on construction for similar scope: 14.2 million for construction. That includes architecture, the building, civil and requirements, mechanical, plumbing, fire suppression, parking. It is a turnkey facility at that budget point. Taking it forward 2 years, that brings us to 15.9 mil at 6%. There are some things we can pull back on if need be to value engineer. Vicki asked, does that include remediation of the grandstand livestock pens and removal of the swamp. Courtney said, we can do the rodeo area in major maintenance. So this doesn't include that. The wetlands project was done by natural resources, but this project has nothing to do with that. Vicki is concerned that this takes the trailer parking away. Courtney referred to the wall map. Our options become: for patron parking, patrons park on east, participants would park on west. There is limited parking. We've discussed utilizing the RV park and the lower area behind Pepsi. For a non-patron event, there would still be some parking for trailers on the asphalt. The biggest challenge is animal cross-traffic to Yellow that are barns. We are trying to keep patrons separate for livestock and event traffic. Joe asked, can we utilize the space north of the arena, south of the midway? Yes. We need to identify what green space we want to keep and what we can otherwise utilize. Dan asked about parking access. They would come off Paintbrush, it will have the 26 feet of access on both sides. Doug asked if any of it impacts living legacy trees-no. Darin asked if the parking lot would be used during show time or off show? Courtney said not during State Fair, so during Fair it could be used for trailers. Shawn added that for a lot of equine events, many of them park in the RV lot anyway. Courtney added that there is a N-S connector that is used a lot during Fair. So during Fair, the connectivity is around the building, so we wouldn't be utilizing the current line to Pepsi.

Joe was suggesting a walkway over the pens but wasn't aware of the fire lane, so with the fire lane there is no need for the over walkway.

Vicki asked about the wetlands. Doug explained it spawned from the Living Legacy program. It transferred to the Natural Resources Dpt. The idea was a nicer but natural drainage area. Vicki asked if it could be made into a parking area? Doug thinks it maybe could be. Darin commented that we might have to replace it with another wetland. Courtney explained that the relationship with Nat Resources, they don't have money to invest and the Fair gets the calls about it. Now that we have the \$ from the commissioners, we will use a portion of that to replace trees and sustainable irrigation. We can maintain the trees; we will sign the conclusion of the program in 2013 after fair. This is in tandem with the current director of Nat Res. Kris said she gets a lot of calls about where trees are for, people do like the program, the trees do mean a lot to them. We would need to have board direction on filling the wetland, but then need to have a conversation with the conservation and resources groups.

Joe verified that we are keeping the horse stalls (A&B) are staying, yes. Vicki asked about provisions about lighting in the parking area. Yes. Vicki asked about cameras. No, they were not included. Darin asked if the paved parking lot is a requirement or is it a nice add on? We will have the ADA parking that is paved, from code standpoint, we don't have to pave the rest. Darin suggested we have that as a bid alternate, just in case the price point is too high. Dan added that inside city limits you might have to have parking, and if not paved and no lines you lose parking space. Darin asked how many spectators come to a horse event. Courtney said it depends, a couple hundred for like CRCA, but for a jr rodeo, that we could fill up the seats. So if it's gravel we would need parking assist for gravel. Steve asked, could a person use the parking lot at Grandstands? Yes, that could also be done. Vicki asked, air circulation and vent in Pepsi. This bid doesn't include that, but we are already fixing that sometime summer/fall. Vicki

asked about the “red barn”. We are keeping the concession and bathrooms/office, we will use that and keep them in the connector. Darin asked Josh, when you attach a new building to an existing, do you have to bring old up to code, and are there any issues with that? Josh said no, there will be a structural differentiation on the buildings. We are not seeing anything that would cause concerns. The Pepsi center, from code standpoint, is a stall barn. For how we use it, sprinklers are not required. Dan asked additional parking since most cars are 3 passengers, not 8. Courtney explained Washakie will be demoed and become parking, we can also use RV for overflow. Dan wants to make sure we are making sure parking level is up to code.

Vicki asked about the design interior, are the bleachers aluminum, yes. If there is no sound deadening beneath, it can be distracting. Will there be electricity under the bleachers, not on the wall? Yes. Courtney explained, alum is high durability, easy to clean, and cost. For level 3, we can look at trimming budget to look for insulation for noise. Steve asked, for a winter team, could you warm up in Pepsi, then go straight into and enter from north. Courtney showed there is an alley to get there inside. Steve suggested moving the box to the south (just flip the set up). Kris pointed out to do that would disrupt the seating. Kris said the current set up works very well (ref Wright). Courtney said this is Level 3 discussion. The question today is, are we comfortable taking this to State Building Commission next month? Joe moved the board to approve Silver Arena to go to Level 2, Steve Seconded. Dan expressed that it’s not feasible for \$160 a square foot. We need to do this, but this is very optimistic. Josh added that they are working with Prefirt and they have a good database of projects of this scale, what they see for current value is real time. They are fairly confident that the value is fair and reasonable. It is consistent for similar projects they are seeing. Dan expressed that it needs to take into account small town resources. Motion carried.

#### **Break for lunch 11:50 Call to Order at 12:23**

#### **VII. - ASSISTANT MANAGER REPORT – Kris Mitchell**

Kris Mitchell presented. All awards have been ordered and are coming in. Outside vendors are 90% confirmed, inside 85%, food 100% confirmed. Joe asked how food vendors are selected. Kris explained it’s prior vendors have first right, if we have spaces, people can apply. We look at what they are selling and try not to duplicate. Vicki asked about Monday lunch for horse show? Yes, there is a vendor down at Pepsi, we can also get boxed lunches for judges. Sponsors-included confirmed in the handout. The in-kind value is also confirmed. Increase of \$51,700, in-kind decreased but FORD has been counted as in-kind, they have moved back to a cash agreement. \$25,00 moved. We have three new sponsors, Simplot, Morton Building, Elevated Health. Peabody increased. Working hard to build the relationships with our sponsors. Kris has sent out multiple recaps to some sponsors, her 2023 goal is to do that for every sponsor (example handed out). This helps the sponsors quantitate their money and builds good communication. A list of sponsors was handed out so the companies that are active can be seen. Has reached out to the Brand Club members, it’s been a positive response, most are continuing with us for 2023.

Steve asked about location for the brand board. Kris explained we are in the process of getting a digital screen, they will be showcased on that screen at all night events. For the 22 members we will have a banner walk under the grandstand to highlight those members.

#### **VIII. - OPERATIONS SUPERVISOR REPORT – AJ Deines**

AJ reported we have the Arabian Horse show on grounds today, next week we will clean and flip for CRCA. They are looking to have their biggest year. We have 5 working days between them. It’s a big flip for us. The biggest recurring issue we have seen is semi-trucks parking on Brownfield along our fence line. This has been an ongoing issue for a few months, largely at night but also during the day. The city council recently changed the parking rules for semis, they said they can park on Brownfield along our

fence. We were not aware that that vote was going to take place. This has killed the grass area and turned it to mud, there has been spills. AJ has not had any luck getting the situation remedied. The semis have been blocking access. AJ is working on getting extra signs. It's a big issue as far as looks go, and the population asks about it.

Shawn asked if it blocks the view trying to exit. AJ said yes, it can, when it's semis. Shawn said we should address that with the city. AJ said the zoning is aware of complaints but not sure what they plan to do about it. It is on Courtney's radar to address it with the city. Laurie asked if we have taken photos, yes we have. AJ knows the city has had a lot of contacts about when they are working on the trucks and blocking the roadway. We did have a spill in the Pepsi lot from one of the semis. It was an oil spill. It didn't require DAQ, we removed the roadmill and replaced that. That took 2.5-3 hrs of labor. We have since put up the concrete barriers and notified the trucking company that they can't park there or remove the barriers.

His team took on two of the threshold projects to get up to code. His team spent about half a day and got them both knocked out. The landscaping company has been a huge help this summer. They mow the upper lawns once a week. We have two seasonals and a part time who are helping, so having the company really helps us to keep up with the other demands.

Dan asked about the recent volunteer day. AJ said it went really well. We had about 25-30 people. They did a lot of work around the fountain, raking leaves, pulling weeds, and panel painting. Hopefully we can finish the painting on the next day.

Joe asked about electricity in the beef barn. AJ said without adding infrastructure, we are at max in that barn. We may need to fine tune what is being plugged in and what people are expecting. We could add more drops but we aren't adding electricity. Shawn asked if we have drops that we can't use? AJ believes they found adaptors for those or they can be replaced. Short changed out the breaker. Courtney said we did talk with them last year to get that started. Joe recalled the Fire Marshall approved the RV adaptors. We just have to change the breaker from 50aps. AJ will make a note to follow up with Short on that.

## **IX. - 2023 COMMITTEE REPORTS**

A. State Fair – Director Miyamoto  
No report at this time.

B. Endowment Auction – Director Bridges

Joe shared that we have a link to the auction that is live. It starts Monday, July 26. We added a few things due to the items that were high demand last year. Added a few more parking spots behind the barn (2 to 5), added a parking spot for feed trailer, changed/dropped the horse stalls, added parking spots for horse trailers in the area near A/B. Have a spot near the small animal show for parking. VIP tent for Dog show, Ranch Rodeo VIP for Tue. The rest remained the same (camping spots, VIP tickets), changed golf cart parking for beef show. Our goal is to auction off 40 items. Hope to continue to grow it.

This is published online for public viewing. Bidding goes 7AM, extended bidding at 6PM. Every bid adds time to the clock. It's ready to roll.

Dan asked about revenue, it was \$5500 last year. Shawn said he's heard more about it than drug testing, so thinks it will be \$10,000 this year. Courtney shared we have the full database for FFA, 4H and Ag teachers where we will spread the word further.

Joe explained Kota is helping with some digital reach. Joe shared a handout of the various lots that are in the auction.

Diana asked if the flyer got sent to county fairs? Courtney said it is on our radar, will happen with 4H and FFA.

Vicki asked if Joe had talked to Ranch Rodeo about selling a ticket to their event. Courtney said it is to the VIP tent, it doesn't go against a partner's ticket, so we are good to do that.

Joe highlighted that we have a signed guitar from Morgan Evans. If we have high interest, we can see if the second bidder also wants to buy. Also have a signed football from Logan (Bengals). Steve said we added to make sure we included all the animals to be inclusive. Diane looked online and said the “donate today” doesn’t link as of now. Courtney will work on.

#### C. Facilities – Director Westby

We touched on the Silver Arena. Courtney reported that we were asked to present to transportation/military about Challenge Academy. They are looking at three venues, Casper, Douglas and Laramie. They are looking at Bridger. It will take several years. It was good conservation. Major maintenance.

Level 3 was already moved and passed earlier in the meeting. Darin most likely can’t be at State Building, but if anyone else can go that would be great.

Courtney asked if it would be helpful to have a letter from the Board or Fac. Committee in the packet for Silver? Darin said it would be helpful. Courtney offered to draft and send to Shawn and Darin.

#### D. Finance/Budget – Director Barks

- 0801 Executive Summary through April
- 0801 State Fair Budget FYTD through April
- 0850 State Fair Board Budget FYTD through April
- 0803 Non-Fair Budget FYTD through April
- BFY 2025 Progress Report

Dan asked about liquor bids about local dealers. Courtney has heard 2<sup>nd</sup> or 3<sup>rd</sup> hand that the locals didn’t feel qualified to bid. We did not receive local bids. We did give percentage points to in state vendors. The locals chose not to submit a proposal.

The committee meets monthly. They did ask for the proposed budget to have a short explanation of each line item to help clarify the use of each area.

Courtney reported we are looking at 2025. Courtney has done two iterations of 0801 and 0803. Waiting for an editable version from Julie. They will go over JCQs for 2 operations and going over the 3 budgets and recommendation for reallocations. In 0801 and 0803, in the utilities area, we were going 30-50% over budget. We worked to do an 80/20 split (0803, 20%, 0801 80%), we are now within 1% of the budget. This is good progress. For the 2025 budget, there are still a few moving targets. As we get deeper into the biennium, we will look at hard copy on Wed of Fair with a draft within 2 weeks of meeting with Julie (Jun 26) so you’ll have a month to review. It states in the rules that the board will adopt the budget. Courtney would like it to be formally adopted before it goes to the next round.

Joe shared that we are charged to care for the grounds year round. He would like to see the budget pushed into one budget instead of three. Dan shared that the fair would then be an event of the complex. Dpt of Ag had a reason not to do it. Courtney explained it would be two budgets combining and that requires legislative action. If we combined, we would have to make sure that we protect 0803 overage. Dan asked if the board can decide how the budget it structured? Doug said we would have to request and it needs statutory review. Darin said 0850 is statutory, but 0801 and 0803 might be set up in two units that might be allowed to combine. Diane suggested talking with the budget office.

Discussion ensued. Dan asked if there is a process to try to get them combined? Doug suggested going to Kevin (budget office), and seeing what the process is to combine. Also asked if the 850 can be added in as a line item? Discussion. Travel is the only two items under 850 that are unique.

Joe asked if anyone has an objection to combining? Doug explained that it often gets split for transparency on expenditures. Doug will follow up with Budget Office and report back. Joe suggested to invite Doug to the next call for the committee to report back. Doug asked if Courtney had any

concerns about combining the revenue. No, she thinks it is a good move, need to look at it for 2027. Discussion. Doug will reach out to Kevin and report back.

Vicki asked about getting a better outbreak for actual revenue generated. Courtney explained that we could do that if directed, might need some additional support for it. That would be a good discussion for the Finance Committee to have. Dan expressed that we would like to see the line items coming in. Discussion.

Courtney expressed the big lift for 2025 is the two additional positions we are requesting. End of report.

E. Personnel/Rules – Director Berger

Diana shared that they met on the 15<sup>th</sup>. They discussed MOUs. Goal to execute them all. Board rules and responsibilities. New board member check list to get them up to speed quickly. Director and Asst Manager responsibility. Courtney shared we are still looking for fair time staff, esp the open superintendents and coordinators. We are at an SOS and need help with recruitment. Dan asked what happens if those are still open. Courtney said we pull from other staff and the board and staff will have to cover.

F. Marketing/Promotion/Planning Events – Director Shober

Diane shared they have not met but has a few updates. New Thought has been working for this year's fair. Courtney shared they are getting NT up to speed. Kota is doing a full inventory and website audit to see what we have. Diane shared the committee will look at that then and see where we need to build out. Diane shared that we have an interagency agreement between Tourism and Fair, it is out of signature. Going forward, it will be a biennium for \$60,000. It supports the marketing liaison position. Tourism and Parks will have activation on the fairgrounds. Tourism outlined their efforts and have a position working with the liaison to know what is happening. Will do SF boosted post 60 days out, having SF be the takeover of the Tourism sites (content wise). There are digital guides, newsletters, and a series of marketing co-ops, Tourism will provide inventory for State Fair at no cost. TeamWyoming-NFR breakfast, State Fair will have a sponsorship table. They have geo-locating capabilities to get data on visitors. These are some of the highlights.

Joe asked the empty space in the "old barns", can we reach out to some of the tourism boards around the space and see if they want to come and promote their area? Courtney explained the middle section is not usable this year. We are looking at a year round tourism footprint. Diane has their PR team working with Courtney to bolster exposure for Fair.

Courtney will email Doug, Julie and Diane about formalizing Kota's position.

G. Youth Show – Director Berger

Diana reported YSC met twice. In April discussed monthly newsletter and drug testing. We have the voice over by Travis Mays. Discussed the open super/coord positions. Talked about event tent location. Brainstormed better locations to help with flow for poultry, cats show. Joe asked if the voiceover will be on the website, yes. We anticipate it being ready as soon as everyone listens and gives Courtney the green light. She had no issues but wants everyone else to chime in.

**X.- OLD BUSINESS** –Dan requested on the next agenda we have Budget Consolidation Update in next meeting's Old Business

**XI.- NEW BUSINESS**—Joe asked about campers. Are we getting more interest? We are getting more short terms, holding steady at monthlys. We do get a lot of online RSVPs.

**XII.- MEETING ADJOURNMENT –2:07**