



WYOMING STATE FAIR BOARD OF DIRECTORS MEETING

Wyoming State Fairgrounds
State Fair Office, Conference Room & Via Call In
400 W Center Street
Douglas, WY
September 13th, 2023
10:00am MST
Call In Information: 877 278 2734; pin #795536

I. - 10:00 - CALL TO ORDER 10:09

II. ROLL CALL

Shawn Steffen, Steve Price, Vicky Haley, Laurie Boner, Joe Bridges, Dan Barks, Jill Tregemba, Diana Berger, JD Sater, Stacie Broda, Courtney Conkle, Sara Doyle, AJ Deines, Rindy West, Sarah Stoltenberg, Mandy Marney (on phone), Kota Provence

III. - APPROVALS

A. Approval of Agenda

Motion: _____ *Second:* _____

Dan Barks added Agricultural Department support of Fair Board and Staff, Laurie moved and Steve seconded to approve with addition. Motion passed.

IV. – TOPICS

- 10:00-10:35 GM Report on the 2023 State Fair & Wrap-up
Conkle wants to address Sponsor Activation and how to recover and improve. We have 66 unique partners to reach out to. For the next year there will be a little more hands-on management from Conkle to ensure that we don't misstep again. We also faced some concerns for Ryan Rash judging, mostly about his glitter and the showmanship of how Rash judges. We wanted to hire a competent judge for four species and we had known of his personality. He is a well-established judge and able to judge all four species. He was not paid any more than a single species judge. Both complaints have been reached out to and addressed.

We had some significant challenges with ShoWorks and the Exhibitor's Office. The conversations have already started on correcting those. We will be addressing these and find the best place on where to have the checks and balances for this. Ethan and Sara are already working with ShoWorks to get the reports we need. There will be more dialogue about this to improve.

There is an ongoing police investigation concerning the Fort Bridger incident that we discovered the final day of Fair. We do not have more info on this yet as it is ongoing.

We did shift from eTics to Saffire for ticketing. Our scan rate is down but money was up. We need to get better data, and this system didn't support that as we did it this year. Conkle wants to create and implement policies and procedures for ticketing that stays the same year after year. It may take until mid-October to reconcile everything to ensure that we are getting it as accurate as possible. Board will have Conkle's numbers in hand by mid-November. We will have the WDA do another level of checking. Bridges asked if the \$108 is solid, Conkle said yes, that is actual money. Part of the issue is we didn't have wristbands that were scannable. Our new company is Saffire and they only provide one person, so the ticket takers and security are through another company. Barks asked for clarification on if money is directly tied to numbers. Conkle explained that numbers include sponsors and staff and "non-revenue" scans, so there is not a direct correlation. Haley asked if the contract with Saffire was multi-year. It is not, but it has two, one-year options. Barks asked about general admission, is there the same issue? Conkle said yes, there is that same issue. At this time, Conkle is just giving the financial because of this.

Barks confirmed we did not increase gate admission. Haley asked if the numbers include the credit card processing. We do not, it is wrapped into Saffire's invoice. Saffire charges 4 percent. Bridges asked for clarification on credit card fees. Conkle explained that we eat the percentage. Conkle explained that from the State, we cannot put the fees to go to an outside vendor. Tregemba explained it comes down to the fund and how it gets passed. It is constitutional and the policies are meant to protect the state. Barks asked if we should charge \$10.50 to cover this. Conkle suggested that the discussion be moved to the Finance Committee. There is a primary Merchant for the state now, which means we will have to look at how that works as we implement. Barks asked if we can tack on the processing fee to tickets. Haley asked if we are allowed to do that. Conkle believes that we can but would have to check. We did raise in 2019 from \$2 to \$8. Steffen believes that we accounted for the percentage in that raise. Bridges would like to let it run its course and let the Finance Committee work on addressing it for the future and not change admissions at this point. Barks asked for Sater's input. Sater did not have anything solid to add at this time. Conkle suggested she meet with Julie Cook, then meet with Finance and then bring it to the Board at the next meeting. She would caution that if we were to incorporate a merchant fee, is it for Fair only, or for year-round, non-Fair charges. Barks is good with that recommendation. Berger reminded that 4-H and FFA pay with cards. Conkle said we also have sponsors that pay by card. Steffens said our increased revenue cost us \$158. Next steps were agreed on as Conkle outlined. Sater said it should only need to go through Cook but he is happy to help if needed.

Updates, new elements, Fair to Fork, Mutton Bustin', Cancer Initiative, Ranch Rodeo, Figure 8 Races, Exhibitor's Breakfast. We have some opportunities to not leave money on the table. We will look at monetizing those partnerships. Having a sponsorship for Mutton Bustin'. Refining how we do things like the Breakfast.

Conkle recommends continuing all these things for another year. There is more potential for these.

Berger asked about EverydayAg. It was received very well, and we will go more in-depth later. We came in 50% under budget, and there are more ops for sponsorship.

Steffens explained that the artist who made the chaps has two sponsors that are willing to step up for next year.

Conkle asked if there are any of these elements that the Board thinks we should discontinue. Bridges said he thought all of them were good and thinks we should continue.

Conkle explained that we have hit the ground running on interim events.

We did receive the check from the Converse County Commissioners, that opens up the matching funds. We will continue to do fundraising for the endowment. Rindy will report later. We did receive a favorable 4 to 1 vote for Level 3 on Silver Arena. The only one who said no was Megan Degenfelder, her narrative was she thinks it is a want and not a need. We did get in our biennial budget. Conkle did have an extra week, but it's rapid pace. The MOUs that we need to execute will need to be discussed. Budget is submitted. We did keep the two maintenance positions in. Our Assistant Manager position is vacated. We will do a posting, we will have some conversations on how to shape this position going forward. We have some opportunities to improve and strengthen the organization. Barks asked if that is a Personnel Committee discussion. Conkle will defer to the board on where that conversation happens. Berger would prefer it be at the higher level before Committee to get input, Steffen agreed. Barks asked how urgent it is. Conkle would rather take the time to get the right person and hire what we need, even if she has to absorb the position for 3-6 months. Conkle suggested putting it under New Business for tomorrow.

- 10:35-11:00 Breed Verification for 2024

Conkle reports for the last 4 years, this has fallen to the Youth Show committee. It has gone to a visual identification, it's unpaid positions for those verifiers. It has come down to Conkle and Podio making hundreds of calls. We started earlier this year and we still were filling those positions at the last minute. We are a small state, so there are going to be crossover. Conkle is asking for direction on how to fix this, can we offer mileage, a longer list, etc. Haley suggested that we reimburse expenses. Steffens agreed that helping them get here is likely what it will take. Tregemba asked if it would require another contract. Yes. Berger asked if we had a sponsor to donate, could we do that. Conkle said we have to have things state vetted. We could do this under the \$1500 and under contracts. If it would help to cut on the hours, a contract could be very helpful. We could also do them via invoice, no additional contract. Rindy West offered that in the barns, she believes

that the verifiers will donate their time, but that it's an "optics" issue on conflicts of interest. It's a small state issue. A contract might help with that. Bridges pointed out that we chose not to have a paper show, so we created this. If it's an optics issues, we have to put the money on the table to bring people in that are qualified and not in the state. Or we have to sell the "3 member to avoid bias from one". Otherwise, we have to pay for that travel to get people here.

Steffens asked what paper requirement would impact. West said it would limit the shows as many of the kids aren't going to be able to do that. Broda said that the big money will be able to get papers, no questions asked, but the kids are not going to be able. West suggested to vet the people we do get to help with optics. And working with the breed orgs for those shows. Tregemba asked if it's a process or an optics. Conkle said it's a time thing—we are spending 50 hours trying to get these. It just needs to be easier and faster, with quality people. Bridges explained that because of the parameters we have put on it, it takes too much time. Broda asked about how much money we are looking at. Is there a workaround if WYFFA paid them? Bridges pointed out we need to know what the pool looks like to pull from in order to have an idea of the money it will take. Price asked if we put \$500 towards each, would that cover, as it's more than they are getting now. Bridges said that in other states, the verifiers are breeders from that state. We might be more sensitive as a small state, but there are breeders on these panels. We have three to counter any bias. West suggested utilizing livestock judging coaches, they are often breed experts across the board. This might help on judge selection and breed verification committees. Broda agreed this could be a good avenue. It might take some schedule tweaking. Haley agreed that it could be good. Conkle asked if we should take this to Youth Show to flush out and start recruitment. Board agrees.

- 11:00-11:20 Barn Security

Conkle feels we lost a little bit of ground this year. We have a lot of opportunity to improve this for the future. What can we start moving towards now? Bridges shared that an exhibitor shared "if my animal comes up hot on drug testing, I'll say someone else did it because these barns are not locked down". With drug testing and safety, this is a concern. Price shared that he has some ideas on gates that would allow ventilation but lock the barns for the night. If we could get the funds/resources. Conkle asked if the board is willing to consider barn shut downs. And then we have to consider who is responsible for who shuts them and opens them. Steffen said yes, we are at that point. Sater has looked into trailers and if we can monitor activity. There may be a way to have consent by parking on the grounds they consent to searches. He is willing to pursue that if the board wishes. Steffens suggested that yes, that is good to pursue. Conkle suggested having conversations with legislatures to address overreach concerns. Sater would recommend only trailers around the barn, only animal trailers. Conkle confirmed that the directive is for her to draft something out and share with Youth Show. Yes. Berger thought that gates would need to be a Facilities discussion. Steffen clarified that as a board we will decide and then hand it to Facilities. Broda

suggested earlier is better for change in barn. Steffen asked to put it under New Business tomorrow.

- 11:20-12:00 Development Director Report – Rindy West, Raiser Consulting
West thanked the board for this opportunity. She directed attention to the packet included. West highlighted several areas including annual gifts, board and employee donations, donor database (LGL), thank yous sent within a week. Tregemba asked where the LGL cost comes from, per the contract it is paid by through Riser. The contract states that our donor database stays with State Fair. West also shared about Donor Retention, Endowment Auction, Match Funding Campaign. This is the biggest goal as we have to have cash in hand by June 1. She would like to reach out to our early donators to help co-chair this committee. Tregemba asked what the tracking method is for this. West has been working with Kota Provence to have this and have something more real time. Tregemba would like it to be accurate and updated so that we can engage in real time. West also covered grants. We do not have a 5013c at this time. Broda shared some concerns about funneling through FFA. It requires a lot of extra paperwork and time. It really isn't the most logical and functional. Bridges expressed concern that we don't step on the doorsteps of donors to FFA and 4-H, we don't want to take their grants. West agreed that donor communication is key to preventing that. Barks asked where the \$200,000 for grants go. At this time, it would need to go to the Endowment. Conkle said that we need to look at establishing a non-profit arm affiliated with the Fair.

West covered major gifts, these are anything over \$5000. Goal is to get 20 of these. West conducted 18 interviews during fair as a mini feasibility study to get a pulse of who knows who at the State Fair. Non-profit foundation, first goal is to get approval. There is a lot of things to be filed, but this will help greatly in fundraising. Conkle shared that there are things we can't do as the fair or as the board. We cannot approve a 501c3. West would do this as an individual, and asking to use the likeness is a way we can agree to helping this. There does have to be a separation but we would like collaboration. We can have an MOU with the 501c3, strongly recommended by Sater. Tregemba asked about downsides. West said we have to get the right people, and it's a timing thing of her operating the foundation, but if she's not, she can't do the grants. Tregemba clarified, it's overall a good thing but it will take some time to set up. West said the time would be on her own and she has a good base to draw from, so it saves her time in getting it going. Bridges clarified, once we allow this, we don't have control over that group, so we should be aware that that group could diverge from our purposes. We need to have it addressed in the bylaws and the MOU that we are covered that this can't happen. West has reviewed other groups for state fairs, and such wording is always included. Conkle outlined elements like communication policies, use of likeness and such in the MOU. Broda asked if an MOU will cover or do these things need to be in the bylaws and articles. Sater explained we would have to have it in a contract. If they will include it in the bylaws, that is good, but we can't dictate to them. Conkle said we can set up what we expect to see in the bylaws before a contract is signed. Broda said we could consider an ex-officio position on their

board. Haley asked how this will affect the current Endowment. West said the board would have the ability to keep it or give the management to the foundation. There are many options. Conkle said it won't change anything for 2024 and can make decisions for 2025. Sater advised to have trademarks in place before the foundation starts.

Barks moved and Broda seconded that we allow the use of our likeness by Raiser Consulting to establish a 501c3 for the Wyoming State Fair Foundation. Motion carried.

West went on to special events. She would love everyone to participate if they would like. Conkle asked for an overview and what this would be. Conkle would like formal ratification. We are looking at hosting a special event to help with the match. We will invite big givers and see what we can get to start off. We have Chancy Williams, Brook and Wyatt doing a private concert. 300 invites, 39 tables, on Oct 28 in Upper Ag, hosted by us. Conkle reminded that we don't have time to not push forward with this as we have a June deadline. Converse County Bank is likely covering the meal, waiting to hear back, along with Jackalope Catering. We are asking for RSVPs, Rindy will connect with the invitees. We will need to fill the tables. West handed out a list of major donors and name lists for members to suggest names. Conkle asked for board approval and support for this. Barks asked if the band is under contract, they are not, it is a verbal agreement at this time. Barks also asked if there are other sporting events and hunting at this time, but it only gets worse, timing wise. Chancy normally is 50-75 thousand, but he said they will do it for 10 thousand. Barks asked who pays for sound? Conkle said state fair would provide stage, tables, the band would provide their sound. It may be more acoustic. West hopes we make 5-10 thousand per table.

Break at 12:38 Back at 1:03

West went over sponsorships, and hopes to work with the new AGM in doing that. Conkle asked for an official. Berger moved and Boner seconded that we move forward with the special event with Chancy Williams. Motion passed.

- **12pm-12:30pm Lunch**
- 12:30-12:50 Maintenance/Operations Report
AJ Deines presented. The big game changer this year was having Stinson's Lawn Care assisting. They came in for a few hours each afternoon for 2 weeks prior to fair. This meant we had everything set up before fair started. This gave us time to focus on smaller details during fair. We had very few last minute calls, which is great. The guys on the crew put in 110 percent, and we put in more hours this year, so we were working with only 3. We have a very busy summer and he tries to get them some time off. Deines shared that he put in 137 hours in week of Fair. We do rotate and try to keep a good balance, but our team deserves a lot of credit for their commitment. We have had four events since Fair including two funerals. Both were long-time connected with WSF. We've had the Ram Sale, that includes

tearing down the Show Center and Open Sheep, cleaning it out, and reset up Show Center. It took 4-5 of us to set it up in two days, but it worked nicely and looked good. Boner commended the team on how the barn looked for that sale. She said they could get volunteers to help set that up on a yearly basis to help. Conkle shared it is a long-standing event that we want to maintain, but there isn't a lot of wiggle room to move them. Now we have CRCA, not quite as big as their summer event, but they are here through the weekend. Steffens gave kudos to the team, their work is noticed and appreciated. Price also gave kudos to the team and to Boner and the volunteers, the grounds looked the best they have in years.

- 12:50-1:00 Exhibits Coordinator Report

Sara Doyle presented on Exhibits. Main points are we had a good team, despite a lot of turn over, we had some great supers and coordinators. Doyle will be working on creating better resources to support the shows both before and during. She plans to work with the supers and coordinators to get their input on how to improve her support as well. The biggest concern is the quality of data—what we are getting is not clean, useable data because of how we gather it. This impacts payments and entries and end reconciliation. Doyle's goal is to work with FFA, 4-H, and the Exhibitor's Office, and Ethan Jones to find a system that will work cleaner and simpler that gives us good, clean, useable data while providing a great experience for the exhibitors.

- 1:00-1:10 Vendor Coordinator Report

Devin Finson presented via phone. Overall, a good year for vendors. Total of 95 vendors (up from 72 last year). Total for vendor spaces was \$45,160, an 8510 increase. We want to keep the numbers consistent as possible. We had 2 inside vendors who had to leave or were a no-show. The big thing he heard was about the temp inside the building. It was hotter inside the building than outside at several times. We will need to address this for the future. Good feedback on the food court. We want to keep the momentum and get contracts done earlier. This way we can know who is coming and have more time to fill in the gaps. Berger asked if the vendors say increased traffic/sales? Finson said the indoor vendors had the best Tue and Wed that they had had in a long time. Barks asked if we do commissions, no, we do a flat fee. Finson shared we have talked about that for food, but it will increase his job due to nightly audits, and the vendors are not receptive to it. Bridges asked about the Equine food vendor. He does the trailer for two days and the grandstand events at night. He is charged for the trailer and for the grandstand. Bridges asked if any food vendor has asked to be in a different location. He heard that people would like something nearer the barns to get food during shows. Finson is happy to explore that option if directed. West asked about having food items for sale near the barns, like Pork Producers. Finson is happy to look into that, we need to consider space and set up. We have to keep in mind health concerns. We can look at who would be good—an FFA fundraiser, or what to have. Conkle said she will outline what this could look like and start moving it forward for 2024.

- 1:10-1:30 Grandstand Lineup

Conkle suggested to keep the same lineup as 2023 for 2024. Ranch Rodeo, PRCA (x2), Figure 8, and Derby. She thinks we will see growth in all those areas. Boner said that Converse County Bank would like to move their “little kids” rodeo to our grounds, pre-Ranch Rodeo. Steffen suggested we move military night and the Queens on one night and Pink night on the other to maximize time for each thing. Bridges asked if Ranch Rodeo has indicated if they want to do this again. Conkle said there hasn’t been indications that they need changes, and that they were happy with how it went. No board members had issues with going with the same line up.
- 1:30-1:50 General fairtime rules and policies – dogs, bikes, etc.

We need to define these rules better, and we need to make sure they are enforced. It needs to be an in-depth conversation. For years it was “no dogs, no bikes”, but we have gotten more lax on them. Conkle needs to know what the pleasure of the board is. Berger shared that it’s an issue with big dogs coming with the public that aren’t controlled. She suggested “no dogs” in the barns, carnival and midway, but allow them in the campground. Page 15, rule 9. Haley asked about liability on if we have the rule and don’t enforce it. Sater will double check. It also compounds if we don’t enforce it then they can argue that we shouldn’t enforce others. Bridges suggested having “no bike” areas—they should not be anywhere that a golf cart can’t be. Conkle asked if we just want to base those zones the same as the carts. Yes. Sater suggested considering permits for bikes if it came to that. West suggested letting campers know as much of the dogs and bikes come from there.
- 1:50-: 2:05 2023 Sponsors/Partners Report

Conkle reported on the resources we have. We have full positional succession planning. The AGM is pretty robust as we had 2 months last year to prepare it. There are three spreadsheets for sponsors/partners, brand club, and deliverables. It’s fairly turn-key. The 3 major roles of the AGM are sponsorships/partnerships, events (high level, CRCA, Ram Sale, etc), administration and management. The sponsorship/partnership accounts for 25 percent of the job. We have some challenges to get this back on track. Conkle thinks we need to look at our program and give it a fair look—are they fair and equitable. Would like to consider a committee to review and evaluate this for the next year. Before we do this, we need to address several partners and what we owe them. Elevated Health, Hampton, Grasslands/Liquor Cabinet, Oxy, Peabody, and Teton Beverage are on the list. We will go through each partner to ensure that there are no other partners that we missed. Conkle has contacted R Squared Consulting (Becky Podio and Reba Tallbot) will be conducting the audit. We will make sure fulfillment reports go out, thank yous, and brand club deliverables in hand. Goal is to have done by end of Oct. We will sit down with each of these to start repairing. Conkle recommends honoring 1500 of Elevated Health for next year. Hampton is an in-kind sponsorship and there was no agreement initiated with them. We got our in-kind but did not have an agreement. Barks asked if Hampton has said anything. No. Some partners won’t say and some don’t know. Conkle wants to make it right and acknowledge where we didn’t honor. Conkle wants to make it right and go over and above to fix

it. Oxy is our biggest sponsor and presenting sponsor for the rodeo. They didn't have their flag and we were unaware until hours before. It was approached with them that day. Conkle is offering 3500 additional activation for next year. Peabody came on board to do mini golf, they came in with less money but we didn't deliver on the activation we said we would give them. Their activation just wasn't done on Tuesday. They lost at least 20% but the 80% wasn't great either. We are looking at their total activation package. Grasslands is fairly straightforward. They got their logo to us before fair, but internally we did not get it to the right person until Friday of the fair. It came in on the 13th, it went up on the 18th. Teton Beverage got ripped off of \$4000 of merchandise day after fair. This warrants some additional conversation on how we can activate them. Berger asked if there is anything in the security contract that addresses that? Price asked if we could invite them to the special event as a thank you? Bridges clarified that if we get a committee, then Conkle can come up with those ideas to make up for the shortages. Our next steps are the fulfillment audit, individual meetings, fulfillment reports, 2023 Brand Club members their merch. We then need to shift gears to moving forward. Is this board supportive of building a committee for this purpose? Have any of the board heard or experienced any other issues with 2023 partners? Steffen shared a sub-committee would give the support to the staff. Jill said to consider the process—are we offering too much? What can we actually deliver on. Jill thinks the committee is a good idea. Their focus should be having the tools in hand to be successful.

- 2:05-2:40 Sponsorship/Partnership Re-vamp – Potential Sub-committee for 23/24 Board consents
- 2:40-3:10 Champion of Champions
Conkle shared that she would like to talk about timing, if we liked it as a stand alone, and any changes. Haley shared that we need to move the 4H judging contest. Boner shared that exhibitors didn't like doing it the first day as their animals weren't settled. Steffen shared it is hard to put any other day, but maybe have them come in a day earlier. Process Monday, show Tuesday. Bridges likes it kicking it off as then we haven't had other shows yet. If we go to straight weight cards, then the animals are healthier, less stressed. The show sets the stage to the fair. Steffen heard several positives with Tuesday being the Exhibitor's Day, but could the Champion of Champion had been a little later in the day. The music was a little rough. Conkle shared that we set the show at 4 on Tuesday because we believed there was not going to be a judging contest. Has 4-H discussed that contest move outside Fair? Marney shared that State 4-H has discussed they are interested in moving the judging contest off grounds and the Dog show to Tuesday. Conkle thinks we do need to rectify the schedule overlap. Marney is happy to work with Conkle to get the judging contest moved. West shared there are pros and cons—there are going to be overlaps, but a con is that there are some people that come just for the judging contest. Berger asked if 4-H would keep it on Tues if we moved Champions later. Marney would like to have some conversations at the state office and get back, wants to include Conkle. It is general consensus that we move Champions to 6 (or at least later than 4).
- 3:10-3:30 2024 Judge Selection procedures review

We have a judge selection form online and procedures posted. Conkle got some feedback asking that a judge committee come back (two people). Berger commented that if it's working, no committee is needed. Bridges shared that there is always going to be someone that isn't happy with a judge, committee or not. We should get them locked earlier and up with bios, it gives people better chance to see. Steffen shared there are going to be politics with judges, and the only way to avoid is a three judge panel. Tregemba shared that the young and upcoming judges are the ones willing to come. Bridges wants to ensure we are still getting quality, that they have judged at this level before. Conkle asked if we can add a Code of Ethics in our Judge Contract. Yes. Tregemba isn't sure it will solve the problem, or they just won't come. Price thinks we don't need a committee as long as Conkle and staff are willing to do the work. Conkle asked that if the board has suggestions on judges, and ways to additionally vet, that they share that with the staff.

○ 3:30-4:00 Drug Testing for 2024

We are waiting on one last sample that is pending. Bridges recommends that we leave it to the Youth Show committee to set the parameters. But he would like to sample more, it doesn't cost any more to take the samples (if we don't test them). Steffen agrees. Sater asked if we got feedback on the last minute change (we changed that the animals would get photos and then testing, Jordy said to please have them get samples first), the only concern/feedback said it took a while (with goats). Haley asked if we are going to publish on the website? Conkle cautioned that we don't want to put out info if we can't sustain that over the years.

○ 3:40-4:00 Additional Positions Discussion

Barks reported about the two additional positions for maintenance. Conkle's budget included these two. Cook got a phone call and was told that the governor didn't support it and should be taken out. The Finance Committee chose to leave it in. Cook reported back to the Chief of Staff. Barks wanted the entire board to be aware. Discussion ensued. We are able to include the justifications for the positions in the budget request. She also reminded that the board had already given their blessing to move forward in getting those positions. Boner stated that it needs to be Conkle that speaks to this, not the Director of Ag or Ms. Cook. Conkle stated that the board and herself met with the governor last year and he was aware that we were going to ask. If we don't have the record of asking, then we are unlikely to get it in the future. Broda would like to ensure the entire board stays updated. Conkle will send out the justification sheet so everyone has that handy. No other discussion

○ 4:00-4:15 Marketing & Communications Liaison Report

Kota presented. Prior to her coming on, there was a big abandonment of print. We have worked to rebalance that as we do have a base of paper consumers in Wyoming. She would like to work on converting viewers to followers and get engagement. A key part of next year will be getting ticket sales live sooner. We were a month late getting them up this year. This impacted being able to promote. This position is supported by Wyoming Office of Tourism. They provided us with some ad placement and reach. Converse County Tourism also helps fund our ad

placements. We did some in-kind with Northern Ag Network in addition to our placements with several papers.

- 4:15-4:30 Top Priorities for 2024 – Interim & Fairtime

Conkle shared her top priorities. We need to initiate several MOUs, 4H, FFA, WDA, etc. and execute them. As we ask for bigger things, it's important that we make ourselves a little more airtight. These are in the rules and need to be done. The next lift is the pursuit of the funding for Silver Arena. We need to help educate why this is good for the future of the fair and this community. Conkle will send out a list of talking points. As far as our organization, the pursuit of the two new positions for the maintenance team. We have to have a more sustainable solution, and this will let us take better care of our facilities. We also need to reevaluate the open position to make sure it's what it needs to be to do the best for the org. The sponsor/partner committee will help her a lot to improve and refine these relationships and fix what needs to be fixed. The Matching Fund, we are thankful to have Raiser Consulting, but it will also take a lot of Conkle's time, and justly so. Conkle asked the board for any additional things they would like to focus on. Tregemba asked how these five things became the top. Conkle said these are the glaring things, they are the things that are here and now. They are the things taking her time and energy, they need to be addressed and corrected. Haley asked how we get action on the WDA MOU. Conkle said she needs committee support to get it done. Sater reminded that it was discussed in April 2020, so it wasn't a final product, just a draft. Jill asked if there is a plan b if the new positions don't get through. Conkle reported that there are not really any other viable avenues. We would look if they don't come through, but there are not any that are viable right now. Steffen offered that we might be able to get some in-kind work from companies. It's a short-term thing but might help. Conkle shared that we have challenges with temp staffing, and she's talked with the county on some options. Tregemba asked if we cut back on what we are doing if we can't get those position. Conkle shared we have put in checks and balances and we do turn down events. We have protocols that prevent us from becoming more overloaded. We are just down 25% on both teams, but we are functioning at 100%. Bridges thinks we need to reevaluate the empty position and also the way we are structured as a whole, since we have the chance. He wants to address the unsafe condition that kids were subjected to this year. We need to be able to ensure families their kids are safe. This will have to go through the Facilities for Major Maintenance. Haley asked if we worked with law enforcement. Yes. Barks stated he has full faith in Conkle and the job she is doing and her priorities.

- 4:15-4:30 Important Dates for 23/24 & Convention Season

In the board packets, info on conferences and conventions for this season are included. Conkle needs to know who wants to go where so she can do travel forms. There are funds in the board budget for travel.

- 4:30-5:00 Any additional topics

Barks brought up some concerning issues with WDA staff support of the fair. The Director of WDA has spoken against the Silver Arena despite the board supporting it. His attendance at fair board meetings is less than 50% and he did not attend fair. He doesn't support the staffing issues that the board has identified as a need.

Information from Julie Cook is slow in coming to Finance, and there is no effort to be proactive in offering solutions. There has been discussion of moving the fair under State Parks, but that requires statutory change. Do we want to adjust or visit with WDA to share concerns? Haley shared that for 3 years we have asked for a break down of our income and have not received it. We get a little report on fairtime income from the previous year, that is all. We have not seen a detailed line item breakdown—all we got was the tiny one inch box with a single breakdown. Steffen asked if this is helped with the MOU? Tregemba would feel more comfortable if someone from the department was here to chime in. Bridges shared that the MOU could solve some of the issues. It lines out the expectations, but what are the ramifications if those expectations are not met. Currently, we are under WDA, so it has to go through the Director of WDA. We do not have the tools to do what we have been charged to do. Bridges feels we won't ever be an independent entity for the state, we will always be under another umbrella. But it's frustrating that we are not able to get the financial info we need. Boner expressed that a business would not survive without the information, and as such, we need as much detail on our income and expenses. Conkle explained we don't have a financial person in our organization, so the finances have to be checked and balanced outside. She feels it wasn't ever a priority and in the past there was no drive to make revenue. Boner asked if there is a liaison in the governor's office. Possibly. Haley expressed that we need a sustainable answer that will provide us with the info we need now and for the future. Berger suggested that Conkle sit down with the WDA director first and start the conversation. Conkle was already going to meet with him. This discussion will be tabled for now.

Bridges asked about Early Release and if we are going to stay status quo, do we open release at 5pm Sat, not sure where we were going with that. Diana would like to see superintendents' input, as well as 4-H and FFA.

Barks had a question on the Endowment. What if we do not reach the goal, what do we do with money. We get to keep the money raised, even if we don't match it. We have been clear in communication that we must reach the mark to get the matching funds. Whatever we raise goes into the Endowment, no matter if we get the match or not.

- 6pm Dinner @ La Costa

V. - ADJOURN at 5:09