



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 14th, 2023

8:00am MST

Call In Information: 877 278 2734; pin #795536

I. – 8 am - CALL TO ORDER 8:02

II. - ROLL CALL

A. Introduction of Guests

B. Shawn Steffen, Vicki Haley, Laurie Boner Joe Bridges, Dan Barks, Jill Tregemba, Diana Berger, Stacy Broda, JD Sater, Courtney Conkle, Sara Doyle, AJ Deines, Sarah Stoltenberg, Rindy West, Waive Sherperdson, Donna Vold Larsen, Velvet Dorwart, Linda Gibbens, Cindy Stimson, Steve Price (on phone), Becky Podio, Kota Provence, Diane Shober (on phone)

III. - APPROVALS

A. Approval of Agenda: with additions for open positions

Motion: Berger Second: Haley Passed

B. Approval of Minutes and State Fair Meeting

Motion: Barks Second: Boner Passed

IV. - PUBLIC COMMENT

Please note that public comments are limited to 5 minutes per person.

Sarah Stoltenberg-FAIR Posse: new website, scholarship, new way to recruit volunteers. 21 volunteers aged 9-81, with 859 volunteer hours. They helped hang and take down banners, vendor check in, hand out sponsor packets, act as Information Center, Casper and Douglas shuttles, helping with Pioneer Day, on grounds errands, distributing water to youth shows, parking assistance for the rodeo, Mutton Bustin', Everyday AG drop off, WSF parade, and additional guest services as needed. They had a first-time scholarship funded by their contract with WSF. They gave out six (6) \$300 scholarships to youth exhibitors. They do a raffle to raise operating funds, but most of the things they have are self-funded including their shirts, Rotary meals, hotel rooms, and the use of personal vehicles. Director Tregemba asked Sarah to convey the gratitude of the board to Posse members.

Waive Sherperdson presented about the Wyoming Ranch Rodeo. Waive thanked Laurie Boner for her work on Volunteer Days this year. Handout given. Had great advertising, a great crowd, and a crew that made things work. 2.5 hours with 8 teams. Overall, got calls of kudos from across the state. Had a good Calcutta. Negatives, we started too early for teams to get here on time. Needed to have people at the gate to hand out programs. Felt like the fair didn't expect us, stands were locked, lots of slow down getting gates open, bathrooms not open until 6 (we started at 4). Tickets weren't checked, some people commented that they got in free. Conkle reported that we had issues with scanning and taking across the fair this year. Conkle also suggested that WRR meet with WSF in the

coming weeks to establish a show run and access times. Donna Vold Larsen added that there is a group in Casper, Security Guns, that she uses for shows and they are very good. Director Steffen asked about starting times, would 6:30 Calcutta and 7 starting time work? Both Donna and Waive thought that sounds good. Conkle asked Donna to introduce her to Security Guns. Steffen thanked the Ranch Rodeo Committee for taking this on and making it success. Donna added that the competition was fierce, we are overall proud of the event.

Donna also commented on the PRCA Rodeo, she thought it was good. We had a strong level of competitors. Her only suggestion is to have the rodeo program improved. Conkle affirmed that the program was not up to par and it is on the list of things to improve.

Waive did comment on the security female, she felt she was distracting and should not have been “on display”. Linda Gibbens expressed that she greatly missed the rodeo last year. She counts on the rodeo, it’s her full day at the fair. She loves the rodeo and was there early. It distressed her that the ticket takers were not there and people were getting in free, as that means there isn’t money being paid (and since that was the reason for canceling previously). Waive did add that the “kid ranch rodeo” with Converse County Bank was a hit and helped get people here to come to the rodeo that evening.

V. - 2023 COMMITTEE REPORTS

A. State Fair – Director Miyamoto

Conkle reported committee has not met, no report.

B. Ad Hoc Endowment Auction – Director Bridges

Bridges reported that we did have some issues with the parking options—we have allowed them to pick and we have then roped it off but then it’s not being respected by the general public. Price did keep on top of it all week. We got trailers in where they wanted, camp spots were easy. The State FFA officers did great on the VIP tent at every show. Berger asked if the FFA students got anything in return, no, it was just part of what they did. We need to have someone check each tent to make sure it’s all what the winners expected. Golf Cart parking was difficult, not marked off well and space not respected by general public. We passed out flyers to the small animal shows to encourage them to bid on spots next year. West added that she looks forward to partnering with the committee. She also added that her family purchased three of the stall options, it would be nice to have the supers involved earlier so those can be arranged. Barks shared that the trailer spaces were good. Bridges confirmed that the winner gets to pick them, we don’t assign them. Berger gave a shout out to Price for all the extra work for getting those spaces set up and make sure they are ready. West would like to see increased communication with winners so they know where to pick things up or where to go. She also suggested to auction off a second VIP tent. Bridges reported that we don’t get a lot of bids on them, and space is a consideration.

C. Facilities – General Manager Conkle

Conkle reported that Darin Westby is no longer on our board as he has accepted the Director position with WYDOT. Fort Washaki has been demolished, and if weather permits, will be paved for parking shortly. We have a new, safer crows nest ready for install. We are replacing and updating partitions in the cafeteria. We have the favorable recommendation to move forward with Silver Arena. Conkle will share a fact sheet on

that. We have challenges with Dairy Barn. If it stays in the budget, we could do level 1-2 this time next year. The building is almost 100 years, but the structural integrity of the center portion of the building is not habitable. We need to shore it up for the next 3-5 years until the entire building can be redone. The beams are 1x and there is no concrete support. We went to bid once and it had no bidders. Bridges asked if we reached out to the firms that did not bid to find out why. Conkle said yes, the issue was that those companies are busy and it's not a huge project, so it's not attractive. Barks asked about the budget. It will come out of Major Maintenance, so there is not a set amount. Conkle thinks it will be \$100,000. Bridges asked if we can add something to the project to make it more enticing? Like lodging? Conkle said we are willing to work on those things, we do have project manager, Ryan Scranton. We meet with him on the 21st, we will assess next steps. We did bundle several projects together, this one just didn't get bids after walk-through. Conkle reported the last master plan rolled out in 2020. We have been through 7 since 1905. She would like to have a consistent plan that rolls out an expansion every 5 years. That gives us 5 years to adjust and redirect as needed.

Another area we struggle with is preventative maintenance. We still have some original infrastructure, which causes some issues with repair. In an effort to better serve the facility, we will look at a planning system to help keep things more proactive. We will be going through a demonstration for an asset maintenance tracking system next week. Deines addressed Ft Bridger, the boy's dorm. We shut the building "off" and winterize it each fall. This summer, when we turned it back on, there were a lot of issues with the piping. The copper piping is all original and the fittings are pulling apart and are not able to be soldered. Conkle added that the good news, Ft Laramie already has a project approved for water. The repair is costly because the water piping goes through the actual walls. Our best option going forward may be to abandon the original plumbing and do an external to avoid having to work through the building.

Haley asked about the announcer stand for Silver. Conkle said we will not look at anything else for Silver until we know if the enclosure is going through. Broda asked if the Bridger will be fixed for 2024 fair. Conkle explained the timeline would be not until after 2024 unless it's an emergency. Conkle explained we should have half of Bridger and Laramie for next year. Broda would like to have conversations with 4-H on expected numbers. Deines said they will work on getting the buildings as functional as possible. Conkle would like the committee to consider renting shower houses and other solutions to cover. Bridger asked about numbers. Broda said she knows numbers for the boys, but would need to talk with 4-H for full numbers.

D. Finance/Budget – Director Barks

1. 0801 Executive Summary
2. 0801 State Fair Budget FYTD through July
3. 0850 State Fair Board Budget FYTD through July
4. 0803 Non-Fair Budget FYTD through July
5. Review the existing reserve policy

Barks shared the last report in the handouts. We did get a small list of revenue codes. Conkle said that the committee will discuss what is there, what can be removed, and what needs to be added. Barks asked if Conkle will follow up with Doug Miyamoto about combining 0803 and 0801 (check #s on budgets). Conkle asked for some discussion on the

Fiscal Policy to make sure that it becomes a part of the September meeting to review and make sure it's still valid and on point. The current policy was accepted in April. Bridges expressed that it looks good as it is still fresh, but agrees that it needs to be reviewed yearly. Sater asked if we need to address the dual check of payment vouchers with GM and AGM with the vacancy. Conkle suggested changing it to "dual approval of administrative and general manager when possible". Bridger asked if we can use "WSF employees and general manager". That takes out the title.

Dan Barks made a motion to update the General Management Fiscal Policy to amend the Internal Fiscal Controls, third bullet point to "dual approval of payment vouchers by WSF employees as selected by the General Manager and the WSF General Manager."

Seconded by Joe Bridges. Motion passed.

E. Personnel/Rules – Director Berger

Berger said they have not met since last and have nothing to update.

F. Marketing/Promotion/Planning Events – Director Shober

Shober handed it to Kota to present on Everyday AG. Provence reported it went well, we got a lot of agricultural facts in front of people that would not have been known or shared in the past. We had fun foam boards. The scavenger hunt, many people made it a week-long activity rather than one day. We have selected a winner. We sent the template to IAFE this week so that other fairs can use the resources. We want to focus on rounding it out for next year, giving people exposure to more facts and interactions. Conkle shared that the initial feedback has been very good. There are additional opps to monetize. We will be sharing at the Oregon Fair Convention and IAFE will likely do a remote session on it. We are looking at options to drive small animals, raising your own livestock. West suggested connecting with the university as a resource. Broda gave kudos to having things up in the exhibit halls, it increased traffic. She received some feedback that it wasn't as organized as State Parks, esp the horse barn poster. She suggested balloons or something to make it more visual. Provence said we will be more intentional on the placements next year.

Shared the video that NewThought made as an Everyday Ag highlight. This video will be shared as we share the program, as well as for awards.

Conkle asked for any additional partners and or areas to share out this program.

Barks asked how it was funded. It was a portion of the marketing contacting fund, from the 0801 budget. Bridges asked when our current marketing contract expires, will we go back to bid. Conkle explained it is a one year with two, one-year options. They are having conversations on if we want to stick with one firm or slice up the agreement to multiple firms to elevate the brand better. Shober said it is not uncommon to reevaluate, they do an annual with Tourism within their 7-year contract.

G. Youth Show Committee – Director Berger

Berger reported they met in June and July. Much of the time was getting superintendents for 2023, had conversations on early release, trailer parking, and bringing exhibitors up with real time show updates.

They also just met for August, discussed drug testing results and what to expect, plan of attack. List of things to address for 2024 was handed out.

Tregemba asked about superintendent reports. They are due October 1 to Sara. The youth ones are shared with the committee.

West asked, on youth show livestock, if an agreement could be formalized with Altitude Advantage for the professional shows. Is there an agreement? Conkle, there is an agreement in place, she is a vendor. We have worked to strengthen the communication with them.

10 min break

VI. - ACTION ITEMS

1. Nomination and Election of 2023/2024 Wyoming State Fair Board Chair

Motion: Haley nominated Shawn Steffen for chair Second: Boner Motion Passed

2. Nomination and Election of 2023/2024 Wyoming State Fair Board Vice-Chair

Motion: Berger nominated Steve Price for vice-chair Second: Tregemba Motion Passed

3. Resolution Setting 2024 Board Meeting Dates

Conkle reports that we typically met in Jan, Apr, June and Sept on second Tuesdays. Barks asked if we don't have another meeting this year, Conkle said we can schedule one at the pleasure of the board, and since we are going through transitions, that might be a good idea.

Sater asked if the board wanted to include the All Agency meeting as a board meeting. Conkle recommends not to add it as a regular meeting. Bridges suggested meeting around the Special Event. Discussion that it is very soon. Bridges asked about attendance at the event, does that have quorum concerns? Sater advised not to congregate together at the event.

2nd Tue of Feb is the 13th, that is during legislative session. Shober mentioned the hospitality & tour conference reception is on Feb 26, CFD usually attend. Stockgrowers would be another one to jump in with. Courtney suggested Feb 20, meet early, attend the Stockgrowers reception, then the Prayer Breakfast is the next morning for those interested. Bridges suggested having Courtney figure out the best time to be in Cheyenne. Steffen suggested a short meeting before the Special Event in order to figure out dates and then be voted on. It can be a special meeting.

The third week of April, April 16th is suggested. June 11th suggested. August 14, 15, 16, 17 (fair time), and Sep 11 and 12. Conkle mentioned that we are still waiting on a final drug test result, do we want to move the Sep meeting later to allow time for that if needed. That would put us 17th and 18th. Also Oct 28, 2023 for special meeting this year.

Motion to approve Oct 28, 2023, April 16, 2024, June 11, 2024, August 14, 15, 16, 17 (2024), and Sept 17 and 18, 2024

Motion: Broda Second: Barks Motion passed

Conkle confirmed that an outgoing member's last day would be Sep 17 and incoming members would start at Sep 18.

SPONSORSHIP COMMITTEE

Tregemba feels we should give Conkle the help as she is asking. Bridges suggested disbanding the Endowment Auction committee. Steffens expressed it would be good to keep that for implementation. He would also like see a vice-chair on all committees. Conkle said from a staff

perspective, it would be helpful to have extra layers in cases of turnover. Steffen passed out a handout on proposed committees.

5. Election of (3) Board Members to Serve on the Executive Committee alongside the Chair & Vice-Chair (can be nominated as a slate):

Discussion on handout. Boner suggested combining Marketing and Sponsorship. Joe would step off Endowment. Conkle is involved in every committee. There would be checks to ensure that any staff member conflict is addressed. Steffen is the board member that sits in on sensitive issues. None of the proposed committees are staff heavy, they are all balanced. Laurie Boner asked if we can make Vicki Haley chair of State Fair. No, it is set by statute. No combining of committees.

Motion by Diana to approve Dan Barks, Vicki Haley, and Stacy Broda with chair and vice-chair as the Executive Committee.

Position 1,2 and 3

Motion: Berger Second: Boner Motion passed

6. Nomination and Election of 2023/2024 Wyoming State Fair Board Committees

Barks moved that the committee list as reviewed on the paper list with corrections be accepted for committees. Seconded by Laurie Boner.

1. State Fair
2. Ad Hoc Endowment Auction
3. Facilities
4. Finance/Budget
5. Personnel/Rules
6. Marketing/Promotion/Planning Events
7. Youth Show Committee

Motion: Barks Second: Boner Motion passed

VII.- OLD BUSINESS

Steffen had some notes from Price on fair. Early release. Using grass west of grandstands for parking. Handicap parking by sheep barn is not level, so may need more near the grandstands. Bridges had quite a few people talk to him about handicap parking, esp in the free lot where spaces were not kept open for handicap. It needs better marks. Berger added that is also comes to the guest experience. Bridges asked about the parking by the museum. Conkle reports that we do have an MOU with the museum, but that parking is the museums and we can't use it. She recommends that we split ADA and guest experience into two. ADA should go to Facilities, and Guest Experience to State Fair. Haley asked about Ruthie James parking. That is also Pioneer's Museum per the MOU. Tregemba wanted to put out for committees—having ticketing at the handicap so they don't have to back track. Not using gate 5 except on move in/move out, to reduce issues. Haley asked if we have a parking plan. Conkle said it is not a fleshed out. We might need to discuss breaking up the contracts, ex: not having all security, have a parking, grandstand, gate security, etc.

Sater circled back to providing food at legislative—no gift or food may be given. On appointments, once the appointment has been made, they are no longer a voting member. Term expires August 31 the year, unless no appointment replacement has been made.

Broda clarified that Ms. West, acting as a contractor or as the 5013c director. It just depends on which hat she is wearing. Berger suggested that if we do attend a reception, that all members have talking points to be unified.

Becky Podio shared about the PRCA. Overall, it went well. Minor concerns from contestants. Need to start looking at growth, as the rodeo has grown. We have increased from 7 to 10 bulls. The costs are going up, entries are up. Circuit guys are coming because they can come down Cowboy Drive, it's easier and makes it able to get in and out easier. ProCon was down and that did hurt our entries and we had some delays. We have to balance the outgoing funds, we are still not at the average going rate. We also need to evaluate Military Appreciation Night, we need more support and contacts as right now it is Dani and Becky. We need more resources on the production side to maintain that. She does expect a nomination for some sort of award from Mountain States Circuit. Tregemba asked about rodeo specific sponsorships, does it go back to PRCA budget? Conkle said we look at the production as a whole. We work as an expenditure budget, not a money in, money out set up. Conkle says we look at a \$34,000 budget as that is roughly what we bring in for the ticket sales. Becky reported that our sponsorships are not selling all the assets and our sponsorships are lower than most in the industry. Tregemba said the big screen and quality was a great improvement. Becky said a screen sponsor can go for \$10,000. We do need to continue to trim down Miss Rodeo Wyoming. They get 20, in other places they get 10. Conkle added that they continue to work with how MRW crowns the winner.

Bridges asked, if we are trying to take the rodeo to the next level, what do we need to do to entice that next level of talent? Podio said that guys won't put the miles on the horses to come back from Idaho. We also need to match our money in the team roping. If we can do that, we can get co-sanctions, it will help draw the riders from South Dakota and Kansas. Adding money isn't enough, but if it counts to their circuit, they are more likely to come. It would take \$3000 to equal the money, \$5000 would cover the stock charges and everything. Barebacks would help to fill it out. We want to keep steer roping as it's one of the only ones left, and brings in an extra 50 contestants. We can advocate for it and it doesn't cost us. Those riders pay for their stock charges. There are only two sets of tripping steers available.

Bridges want to ensure we are doing something for exiting Board Members to commemorate their time. Conkle said yes, the buckles are that. Bridges would like to have a card to sign or something to add to that buckle.

VIII.- NEW BUSINESS

Position discussion. Conkle handed out the posting that was used last year and in the past for the AGM position. Conkle would like to assess options, redefining the role expectations, get feedback

on what our organizational weak spots are, and evaluate the position title. Haley asked if the title is problematic. Conkle said yes. It is more a Sponsorship and Events Coordinator. The position is not coded as a manager. Bridges asked about other fairs, what sort of title do they use? Conkle says it depends, anything from coordinators to deputy, no consistency. An “office manager” title implies a desk job and this job is a “boots on the ground, frontline” position. Bridges asked if, as a board, we hire the manager, then the manager makes the organization go. Does Conkle want the board to get into the weeds? What, exactly, does she need. Conkle would like the board’s pulse on it, then work with Personnel committee on the specifics. She wants transparency on the roll. Haley asked if there are elements that could be outsourced. Yes, but can we keep the justification for the class code, and when we are spending contract money, we can’t move from the 100 series budget and reallocate. Berger thinks it is the title that indicates inaccurate expectations. We are able to rename it. Conkle wants to establish if this position is an oversight for the other two positions, or should all three be a lateral team. Conkle would like to see buy-in from the full team on the set up, to make it most sustainable.

Bridges is in favor of renaming. He feels it makes sense that the office positions report to Conkle, with Deines’ team reporting to him, and seasonals can report to the office staff. Using the Personnel Committee to bounce things off of is the right thing to do. Barks had some concerns on the structure of the job description and requirements. There is nothing about event management or agricultural background, and the lean towards business reduced. Esp make all sentences or bullet points, not one or the other. Bridges asked if we have the salary control—it is HR based. Berger would like to keep the salary where it is, so maintain the position requirements. West asked, how does the board envision sponsorships to come in, straight to the fair or through the 501c3, if we ever intend to move it. Conkle wants to keep sponsors and donors separate. It needs to stay as separate duties. Sponsorships are revenue and need to be there for our funding match. The position is a lateral position to the Operations Superintendent. Tregemba said we have a strong need for a detailed focused project management focus. Tregemba feels that Conkle reports to the board, her people report to her, so she should do her thing and deliver. Conkle is comfortable crafting that. General conclusion—ball is in Conkle’s court to craft as she see’s fit.

Barn security. Bridges—we need to see if we can support Price’s plan to build gates, and work with Deines.

Bridges is willing to motion that we close the barns at 10:30 at night and open at 6 in the morning. Berger suggested that this go to the Facilities Committee first. Berger would like to see a full plan before a motion is made. Stoltenburg shared that Converse County Fair does lock down the barns with limited key access. It cuts down on issues, keeps kids safer, the barn super can open for ventilation if needed. Then we know the kids are not out on grounds.

Barks asked if we have to have a security all night if locked down? It would cut down on what is needed, but something would still be needed. Haley asked if there is a change in ventilation in the swine barn by next year. No, we are looking at a few more years, building in 2027. Podio shared that there are places that don’t physically locked but if you are in there, you are kicked out. It might be a terminology issue.

IX. - ADJOURN 12:38 Meeting Adjourned