

DATE: Tuesday, January 15, 2019  
 TIME: 5:30 pm  
 LOCATION: BLG 4

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

<i>Time</i>	<i>Topic</i>	<i>Presenter</i>
<a href="#"><u>05:30:07 PM (00:00:02)</u></a>		
<b>1.0</b>	<b>Welcome</b>	Jeff Wade
1.1	Pledge of Allegiance	
1.2	Call for Attendance	
	Members reappointed for additional two-year-term: Ann Marie Moran, Captain Jeff Wade, K.C. McLaughlin, and Michael Everts. <i>Present were Fair Board Members: Chairman Jeff Wade, Michael Everts, K.C. McLaughlin, Ann Marie Moran, Kelton Jensen &amp; Tawnya Dykstra; Commissioner Scott MacFarlane; Fairgrounds Staff: General Manager Dennis Voeller, Finance Manager Rachel May &amp; Office Manager/Board Secretary Linda Blomback; Guests: Heather Demerest, Gallatin County Health Department. Absent was Fair Board Vice-Chair Brenda York.</i>	
<a href="#"><u>05:40:13 PM (00:10:08)</u></a>		
1.3	Review & Approval of Minutes of Dec 11, 2018 meeting <b>Michael Everts made a motion to approve</b> <b>Kelton seconded</b> <b>Unanimous for, motion carries</b>	
<a href="#"><u>05:31:15 PM (00:01:10)</u></a>		
<b>2.0</b>	<b>Call for Public Comment</b>	Jeff Wade
	<i>Heather Demerest, Health Promotion Specialist with Gallatin County Health Department – Interested in setting up a meeting to discuss the benefits of having a tobacco-free event policy.</i>	
<b>3.0</b>	<b>Presentation - None</b>	
<a href="#"><u>05:34:18 PM (00:04:13)</u></a>		
<b>4.0</b>	<b>Gallatin County Commission Report</b>	Scott MacFarlane
	<ul style="list-style-type: none"> <li><i>He is the new Gallatin County Commissioner. The Commissioner board appointments were reorganized last week and he was appointed to be the Fair Board Liaison. He heard that a lot gets done at the Fair Board meetings and there is a lot to do. He is ready to learn the entire purview of what the Board does.</i></li> <li><i>Attendees introduced themselves and stated their role with the Board and Fairgrounds.</i></li> </ul>	
<a href="#"><u>05:33:19 PM (00:03:14)</u></a>		
<b>5.0</b>	<b>4-H Report</b>	Kelton Jensen
	<ul style="list-style-type: none"> <li><i>Beef weigh-in was Jan 4-5 with 56 beef, last year they weighed about 40 which is a sign of a lot more beef this year. Other weigh-ins happen in April and May.</i></li> </ul>	
<a href="#"><u>05:41:05 PM (00:11:00)</u></a>		
<b>6.0</b>	<b>Financial Report</b>	Rachel May
	<ul style="list-style-type: none"> <li><i>Aging</i></li> <li><i>Interim Income</i></li> </ul>	

- *Interim Expenses*
- *Year End and YTD P & L*

*Discussion:*

- *RV Hookups has been a good revenue source for the Fairgrounds (\$45,000). Are there thoughts about increasing the RV spaces?*
  - *If large upgrades were made (installing electric to all dry sites) we would need to begin marketing as an RV Park.*
  - *Interest is increasing: IAFE just completed a survey about camping facilities at Fairgrounds across the country; also another entity in Livingston is developing an online booking software and is using our Fairgrounds as one of the facility to develop their software.*
  - *Along with becoming an RV park would be permitting and regulations to follow.*
  - *The county can't sustain the number of RVs coming in during the summer. The Bozeman RV parks are always full. However, we have only been full a few times a year. We would need to add some amenities like restrooms and showers.*

[05:52:07 PM \(00:22:01\)](#)

**7.0 Marketing/Sponsorship Report**

Dennis Voeller

- *Carrie is working on press releases for Fair entertainment, billboards, etc.*
  - *Discussion about why we don't have billboards in the Bozeman area? They are difficult to obtain and expensive. Last year's billboards were located at Dillon, Butte and Helena. Our market area is a 200 miles radius from Bozeman.*
- *Commitments from bands have been received but still working out details with booking agent. Expect their agreement this week.*

[05:54:28 PM \(00:24:23\)](#)

**8.0 Competitive/Office Report**

Linda Blomback

- *2019 Theme is "Celebrating 100 Years of Bozeman Roundup"*
- *Meeting with superintendents to make updates to get Competitors' Guide done by March 1.*

[05:55:12 PM \(00:25:07\)](#)

**9.0 Operations Report**

Dennis Voeller

- *Easy winter and addition of Seth Gibson we are able to address some facility needs. ATM shelters, ticket booths, props, etc. have been built.*
- *Kole is writing RFPs. Dennis met with Nick Borzak and got recommendations on how to purchase some equipment.*
- *Dennis has been officially named as CEO of the Fairgrounds.*
- *Kole's job description has been updated to Facility Maintenance Supervisor.*

[05:58:02 PM \(00:27:57\)](#)

**10.0 Manager Report**

Dennis Voeller

10.1 Rental Rate, Fair Admission & RV Pricing Recommendation

- *Recommend hourly rate for facilities increase from \$44 to \$50*
- *Fair RV recommendations:*
  - *Full Hookup would not change (\$40/night)*
  - *4-H Electric has not been changed since 2009 (\$75/week); recommend increasing to \$100/week*
  - *4-H Dry has not changed since about 2004 (\$40/week; recommend increasing to \$50/week*
- *Proposed Fair Admission Rates:*

- Adding a new advance week admission pass (Sr \$30/week; Adult \$40/week; Youth 6-12 \$15/week)
- Advance daily admission would increase slightly (Sr \$6 to \$7; Adult \$8 to \$10; Youth 6-12 \$3 to \$4, Youth 5 & under no change-free)
- Onsite daily admission would increase slightly (Sr \$6 to \$8; Adult \$10 to \$12; Youth 6-12 \$3 to \$5; 5 & under no change-free)
- 4-H week admission would increase slightly (4-H Youth \$9/week to \$10/week; 4-H Adult \$15/week to \$20/week)
- Comparison of other local entertainment: Trampoline park \$16 for 1 hour; Museum of the Rockies for adult is \$14.50
- We are still one of the best entertainment experience values in the area.
- Will vote on recommendations next month.

*Discussion:*

- What are the demographic percentages? Is it worth increasing the youth?
  - We dropped our youth admission to \$3 to try to grow that demographic and haven't seen a significant increase.
- Are we still running special packages, tickets for students with A grades, or a program for those that are less fortunate?
  - It is difficult to manage a program for the less fortunate. Several ideas were suggested.

10.2 Rental Rate Recommendation (see above)

10.3 Fair Programming

- Met with Matt Henry, Superintendent of Schools about A-Grade program. Expanded to all schools in Gallatin County.
- Motor sports on Sunday has been expanded
- Haynes Pavilion lawn-we are trying to build in blacksmithing and wool spinning. Trying to build some of our WinterFest programming into our summer fair programming.

[06:13:01 PM \(00:42:56\)](#)

**11.0 Business Items**

Jeff Wade

11.1 Board Reorganization

***Nominations for Chair:***

*Ann Marie Moran nominated Jeff Wade  
Ann Marie Moran moved to close nominations  
K.C. McLaughlin seconded  
Unanimous for nominations to close  
Unanimous for Jeff Wade as Chair*

*Discussion: Jeff suggested that a term limit be adopted in coming year.*

***Nominations for Vice-Chair:***

*Michael Everts nominated Brenda York  
K.C. McLaughlin made a motion to close  
Kelton Jensen seconded  
Unanimous for closing nominations  
Unanimous for Brenda York as Vice-Chair*

***Nominations for Secretary:***

*Kelton Jensen nominated Linda Blomback  
K.C. McLaughlin moved to close*

*Tawnya Dykstra seconded  
Unanimous for closing nominations  
Unanimous for Linda Blomback as Secretary*

*Discussion: It was suggested that the Bylaws be changed to have secretary appointed instead of elected.*

11.2 Policy Changes

*Board members should review for next meeting.*

11.3 Confirm next board meeting – February 19 2019

11.4 Multipurpose Building Update

- *Dennis has been invited to attend a meeting with David Kack with Western Transportation District, Barry Brown with Cannery District & Streamline bus system.*
- *Also has a meeting with Rob Pertzborn from BAHA about the Master Plan.*
- *After these meetings there is a phasing of some of the next projects.*

11.5 Other

[06:24:43 PM \(00:54:37\)](#)

**12.0 Adjournment**

Jeff Wade