

NAVAJO COUNTY FAIR, Inc. BOARD OF DIRECTORS
Minutes October 14, 2009

Board Members in Attendance: Rusty DeSpain, Lori Reynolds, Redgie Justman, Kelly Favro, Mike Sample, Don Fischer, Allen Mitchell, Anna Amos, Jimmy Crosby, Wendell DeCross, Tim Kelley, Mike Mellor, Alberto Peshlakai

Staff in Attendance: Laura Brooks

Guests: Teri Tafoya, Debbie McKee, Tara Cheney, Amber Hill, Linda Fisher-Kor

Excused Board Members: Sara Hansen

Unexcused Board Members: Wes DeSpain

1. **Call to Order:** Rusty called the meeting to order at 7:05 p.m.
2. **Approval of Minutes:** Regular Meeting August 12, 2009; Special Meeting August 19, 2009; Special Meeting August 26, 2009; Special Meeting September 2, 2009; Regular Meeting September 9, 2009: Lori made a motion to approve the minutes as presented. Mike Mellor seconded. Motion carried.
3. **Call to the Public:** None
4. **Rodeo Queen Update:** None
5. **President's Report:**
 - a. **Facility Requests** – The Holbrook Chamber of Commerce would like to use Martinez Hall on Saturday November 14 from 11:00 a.m. to 7:00 p.m. for the Holiday Business Showcase & Bazaar. Amber Hill stated that in the past this event has been held at the Elk's Lodge. It is very crowded there. This is an event for the businesses to showcase their products. It will be held from 11:00 a.m. to 7:00 p.m. They are hoping to have restaurants and retail stores showcasing their products. There is no cost for chamber members to have a booth and there will be a small fee for non-members. The businesses will be allowed to sell their items and they will also be having raffle items. They also want bands and singers to showcase their talents as well. The chamber is hoping to rent the facility at no charge. Rusty stated that Amber is the new Holbrook Chamber President. This is a new group that is trying to get the Chamber back in line. Rusty also stated that the fairgrounds has and needs to build a relationship with the Chamber. We are both in the same business and need to help any way we can. Rusty recommends a zero charge for the facility. Tim stated that the last 2 years the chamber has helped with the fair in the way of canopies and sounds systems. Tim agrees with Rusty. Mike Mellor made a motion to allow the Chamber of Commerce to use the facility at no charge as long as there are no conflicting dates. Rusty added that the Chamber should be responsible for damages and cleaning up the facility. Mike amended his motion. Mike Sample seconded. Wendell asked for clarification on "facilities". It is only meant to be Martinez Hall. Motion Carried. The HELP Coalition is requesting the use of the Open Class Building and Martinez Hall for the Spooktacular to be held on October 31, 2009. Teri Tafoya commended the fair board for a great job on the fair. This will be the 8th annual Spooktacular. Different organizations come in and set up game booths. Children come here instead of going door-to-door trick or treating. They typically have the costume contest on the stage and in the past there has been rain and/or no lighting. This year they would like to hold the costume contest in Martinez Hall, everything else would be held in the Open Class building. Lori asked if they could hold the entire event in Martinez Hall. The Open Class is easier to section off for the individual organizations. Mike Mellor asked what we have done in the past. Rusty stated that they have had the facility at no charge. Mike Sample asked if they could hold the costume contest under the grandstands. They are okay with that. Mike Sample made a motion to approve with the HELP Coalition being responsible for damages and all fees will be waived if the building is cleaned. Don seconded. Motion carried. Rusty stated that board members would be needed to be on hand

during both events. Tim stated he would be available for November 14 and Lori will take October 31.

Rusty stated that we had received several letters. One was a thank you from Cindy Tafoya, one was a thank you and an invite from Miss Rodeo Arizona, and the last was an invitation to attend the Graham County Fair. Mike Mellor then read the letter referencing the Ranch Horse Competition. Mike clarified this to state that the steer was pushing the horse and the judge declared that the rider needed a new steer. The rider did not make that decision. Judges decisions are final. Jimmy and Wendell agreed that Mike should email the person and let them know exactly what happened. Mike Mellor stated that he would handle it. Rusty reported that the fair was successful in many ways. Attendance was figured at 22,000 which includes everyone but fence jumpers. We had two people back over a flag pole. Rusty was very impressed with the Jr. Livestock Superintendent. The midway was cleared on time every day. A job well done to Jimmy! Each and everyone was successful in their areas. We had the usual vendor problems, but an excellent job to Mike and Wendell for the vendors. The streets and closures went well. All positive comments were made on Open class and entries were up. The Little Buckaroo and Ranch Rodeo went well aside from the small issue with the payouts that was handled. The Demolition Derby had all positive comments saying it was the best demo ever, faced paced and you could hear the announcers for the first time ever. Allen did good! The cantina was one of a few areas that made money. The most negative things were about the passes and the amount that was handed out. Most people forget to bring theirs or felt that they needed more. We need a clear and dry policy on passes. We need to have workshops to work this out. We need to start on this right away and have it done before January. We need to send out sponsor letters for next year in January. The way that we thank our sponsors could be better too. We can handle it more economically and professionally. There is no reason to have an appreciation dinner for them when we award them during the fair. We can buy the hotel rooms for less than what the donations cost us. We can come up with something with everyone's ideas. The gate workers are paid a percentage and they see the passes come in that are not paid for. Depending on how you look at the financials we were in the hole \$35,000 without the Governor's Fund or we were in the black \$25,000 with it. Anna asked if this was better than last year. It was about the same. Rusty thinks that everything needs to be reevaluated, including entertainment, events, ticket taking, wristbands, etc. It is good business to reevaluate. We should do this during the down time. Jimmy and Mike Mellor should have some new ideas. Between now and January we should set workshops once a month to reevaluate things. Rusty believes the Governor's Audit went well. We were in compliance with all the items from the past. It was nerve wracking, but should be good.

6. **Event Director's Report:** Rusty stated that Mina is using her comp time and will be back on full schedule in January.
7. **Secretary/Accountant's:** The dues for the Arizona Fair Association are due. It is an annual fee of \$200. Anna made a motion to renew our membership with the AFA. Mike Sample seconded. Motion carried. It also time to renew our membership with the Western Fairs Association for \$190. We belong to three Fair Associations, the AFA, WFA and IAFE. Rusty stated that they all list about our facility and we get more coverage. We are all fighting for the same cause and trying to keep a dying breed alive. Wendell asked about the down side of not belonging. Rusty stated that when we could not afford to belong, then no one knows about our fair, including entertainers and vendors. We also do not hear about what is going on in the legislature. Redgie stated that not only do the fairs belong to these organizations but the vendors and entertainers do as well. Lori asked if we received discounts on the conventions by belonging. Yes we do. Wendell just wanted to make sure that we utilize our memberships. Rusty stated that if we drop any then we should drop the IAFE. Lori stated that the discounts outweigh the member fees. Mike Sample made a motion to approve the renewal of our membership with the WFA. Mike Mellor seconded. Motion carried. Dues also need to be paid for the year for the Overnight Stabling Directory for \$25. This does bring in overnight stblers. Mike Sample made a motion to renew our membership with Overnight Stabling Directory. Anna seconded. Motion carried.

- a. **Expenditures:** Anna inquired as to who Calvin Williams is. Rusty stated that he is temporary help that was hired July 1 through the week after the fair. Anna wanted to make sure that we send him a 1099 at the end of the year if we paid him over \$700. SCF will audit us. Anna also asked about a large amount then small amount sent to SCF. One was the deposit. Anna asked about mileage reimbursement to Lori. Lori stated that this is the only time she has asked for mileage because she had four trips to Flagstaff for supplies for the Cantina. Rusty stated that the board paid lost wages for taking time off work for the fair grounds. Torrie Reynolds was reimbursed for food and supplies for the cantina. The cash for the rodeo judge and the entry fees was because we pay the judge based on actual outs and the association uses the entry fees to pay the pay outs. Anna also inquired as to who the Kiwanis were. They are the ones that work the gates. KWKM is not the radio station that Anna got. The Holbrook station was free. We did pay 3 radio stations. The item listed as a Posse donation, was not a donation but was reimbursement for their hotel rooms during the fair. Mike Sample asked about the payment to All Custom Exteriors. It was for the rain gutters on the grandstands. Wendell asked for more information on the Governor's Fund. Rusty stated that normally we receive \$30,00 but last year and this year we received \$60,000. It comes from the state based on our needs. The auditor reports to the committee and is happy with our progress. We are not sure on funding for next year. The money must be used to put on the fair and for improvements to the grounds. We are constantly lobbying for these funds. The racing funds are also on the chopping block. Lori made a motion to approve the expenditures as presented. Anna seconded. Motion carried.

8. New Business:

- a. **Concession Stand:** At the last meeting Lori approached the board about keeping the concession stand for a storage unit instead of renting it out during the fair. Anna stated that Lori does need the storage. Jimmy asked about building a new storage facility or buying a storage container. The county will eventually remove all the concession stands as they are below grade. Mike Mellor made a motion to not rent and use as storage. Anna seconded. Motion carried.
- b. **2009 Appreciation Dinner:** We need to set a date, pick a committee and decide upon awards. It does no good to order the plaques and let them sit in the office all year long, we need to distribute them to the sponsors. We need to reevaluate the appreciation dinner. We need to pick a date that the majority of board members can be here. Last year the certificates and plaques worked well. Rusty stated that putting on the fair is easier than the appreciation dinner. It is hard to remember everyone that helped. Lori asked if other fairs do appreciation dinners. They only do them during the fair. Are we going to include sponsors or just the volunteers? We handed out over \$10,000 in VIP stuff during the fair. Wendell and Anna agreed that the sponsors should not be included in the dinner. Rusty stated that the sponsors just need a plaque and a thank you letter. We should be honoring the volunteers. Mike Sample stated that we should invite the large corporate sponsors such as Pendleton, Budweiser, etc. Mike Mellor agreed. Rusty stated that maybe this year we should pay them off and next year make the changes. The appreciation dinner should be more geared towards the volunteers such as Rod who comes from Kingman and lives in his car during Fair week. It was agreed to send letters and plaques to sponsors. The signs are up all year long. In Payson, they pay \$7,500 for a sign that is up during the rodeo only. The date of the dinner will be November 14. The menu will be pit pork, beef, beans, coleslaw, rolls, and cake. The committee will be Redgie, Kelly, Mike Sample, Wendell, Don, Tim, Laura and Lori. Wendell stated that Redgie will be the committee chair. People did not like the plaques from last year. We should do different plaques for the different areas, i.e., Rodeo will have one design, Jr. Livestock will have one, etc. Everyone needs to get a list of sponsors and volunteers and list whether each is receiving a certificate or plaque to Laura by Friday, October 16.
- c. **AFA Convention – November 17-19, 2009:** The Arizona Fairs Association Convention is in Laughlin. Registration is \$100 each, hotel rooms are about \$80 each and we need to pay mileage and per

diem. Redgie, Lori, Mina and Mike Sample have shown an interest in going. Rusty did not agree with the way the board handled who was going to IAFE. Rusty would like to see as many go as it is an investment. AFA is less expensive and better. Maybe the board should just allow so many people to go and ask them to double up in the hotel rooms. This is not a family affair, you should be going to benefit the fair, not a vacation. Jimmy made a motion to send Mina and 4 board members to the AFA. Redgie seconded. Motion carried.

9. Old Business:

a. Facility Rental (tabled from 8-19-09) (Rusty DeSpain): Mike Mellor made a motion to table until November. Jimmy seconded. Motion carried.

b. 2009 Fair:

- i. **Redgie** – Everything went smoothly. Entries were up. We are already working on next years' changes. Wendell stated that Redgie did a tremendous job.
- ii. **Kelly** – The Ranch Rodeo started slow, but ended good. The Little Buckaroo was good. Went above and beyond what it should have, but was over in 1 hour and 20 minutes. Mike Mellor stated that the Ranch Rodeo went well. Mike Sample stated that crowd gets larger every year. Although there was a lack of sponsors, it was good.
- iii. **Tim** – All went good.
- iv. **Allen** – Kelly said that it did good. Rusty heard nothing but positive comments. Mike Sample said he like the bobcat guy and had several comments on him. The concessions were up during the Demo too.
- v. **Lori** – Beer sales were down. There were less people buying alcohol and we charged less for it this year. The cantina still made a good profit. Liquor was down about \$3,000 from last year.
- vi. **Rusty** – The rodeo had over 620 contestants. It was down about 25 contestants from last year. We are the largest GCPRA rodeo in the state. The Albuquerque State Fair has 162 contestants for 5 performances. All the stands were full on Saturday night. The sponsors were down. The rodeo went into the red about \$8,000 overall. There is no other rodeo like ours in the state. There were several people here with that comment. The Pendleton rep was very happy with the rodeo and is ready to deal for next year. There is only one specialty act that we have not used, we will have to go back and use the same ones as before. Mike Mellor said that he though it went well. There was standing room only and everyone liked the movie screen. The passes kill our events.
- vii. **Jimmy** – Jimmy apologized because no one recognized the Fair Board during the auction. The sound system was really nice. The flow of the show went well. There were some complaints on unloading outside of the gates but it worked fine. The grass was nice and fun. The photos worked well. The sales went extremely well. Only 2 animals got loose and they were both open class, not Jr. Livestock. There was an overlap of activities. Rusty stated that it went excellent. There are some changes that Jimmy would like to make for next year.
- viii. **Anna** – On Thursday Anna worked in the Cantina and on Friday and Saturday she helped with flags. The flag people need to have a meeting. She got to work in the office and had some concerns with money. There should be dual control and 2 people at all times. On Sunday there was only one person in the vault. Rusty stated that County finance handles it all. They receipt all money in and out, they have dual control. We don't touch anything. Anna also had a concern with money at the desk. Rusty stated that it was handled when it was brought to his attention. Anna stated that overall all it was good.
- ix. **Mike Sample** – He was upset when some of the food vendors did not show, but those that were here made money. The pay vendors complained about the non-profits that did not man their booths at all times. We need to charge them some deposit and if they are not

here then they forfeit the deposit. Changes need to be made with the Bread of Life as well. The vendors were happy and reported that they made more money here than at other places they have been.

- x. **Jimmy** – Curious as to why Jr. Livestock leaves Sunday morning. Rusty stated it was due to church.
- xi. **Mike Mellor** – Joni did an excellent job on Opening Ceremonies, which went well. Rusty was impressed with the entire fair board attending opening ceremonies. Mike would like to do the horse competition again. Now he has a better understanding and knows what needs done. Contestants were down, but the entry fee was raised. There are changes that he would like to make, including smaller prizes.
- xii. **Wendell** – See Mike Sample's report. Wendell would like to cut back on the non-profit booths. We are trying to make money to put the fair on, one way is to sell all the vendor spaces. We could limit it to 2 or 3 non-profits. Wendell is very serious on his commendation to Redgie. She has lots of time because she is very organized and delegates everything. Anna also stated that open class was very nice this year. Wendell felt like he was underutilized. He had many questions but could not get any answers.
- xiii. **Don** – Everything went pretty good. There were a couple of days that 3rd street was full of cars, mostly ours and vendors. We need a better way to close off that street. Every morning Don replaced all the signs and then again at noon and in the evening. Everything worked good. A big thank you to Navajo County for the new signs.
- xiv. **Alberto (Chief)** – His eyes were opened to the behind the scenes of the fair board. He would love to come back and be more utilized by running an event. He has already started on securing tribal sponsors for next year. Overall the Western Agency Council was very happy and they would like to come back too.
- xv. **Linda** – There was lots of good feedback. The bobcat guy was good. The Rodeo flags were good.

10. Executive Session: Wendell made a motion to adjourn into Executive Session at 9:29 p.m. Jimmy seconded. Motion carried.

a. Employees:

11. Post Executive Session: Wendell made a motion to adjourn into regular session at 10:35. Anna seconded. Motion carried.

12. Upcoming Meetings – November 11, 2009 – We will meet on our regularly scheduled day.

13. Adjournment: Don made a motion to adjourn the meeting at 10:37. Tim seconded. Motion carried.