

MINUTES OF THE LARIMER COUNTY FAIR AND PRCA RODEO ANNIVERSARY COMMITTEE MEETING

April 11, 2023, 3:30 P.M.

The Larimer County Fair and PRCA Rodeo Anniversary Committee convened a regular session on Tuesday, April 11th at 3:00 P.M.

Present: Conor McGrath – Chair, Steve Humann – Vice Chair, Catherine Couey – Secretary, Executive Committee, Commissioner Jody Shadduck-McNally and Commissioner Kristin Stephens
Committee Members: Rayne Rule, Stephanie Morrison, Dana Drake, Lauren Layman, Susan Trafton, Stephanie Fancher-English, Laura Boldt, Louise Romero, and Bailey Schilling

CALL TO ORDER

Chair Conor McGrath called the meeting to order at 3:31 P.M.

INTRODUCTION OF MEMBERS

Chair Conor McGrath introduced members.

PUBLIC COMMENT

No Public Comment

CORRESPONDENCE

No Correspondence's

CHAIRMAN'S REPORT

He did a tour with the events and operations staff of the Fairgrounds thinking about the celebration of the 3 anniversaries and seeing everything in action. Excited to be moving forward with the team to put on the best Fair, PRCA Rodeo, and Fairgrounds Anniversaries this year.

COMMISSIONER'S REPORT

Commissioner Jody Shadduck-McNally is pleased with the progress. She would like something small with talking points for when she's at events she can remind herself of dates and things that are being planned.

BOARD PARTNER/LIASON REPORTS

Stephanie Fancher-English found a list to give her a start on contacting previous queens. She found a queen that lives in Greeley from the 60's. She will work on getting them involved in coming to the Queen's contest on 7/15 and the parade as well as the anniversary party during the Fair.

Working with the Ft. Collins and Loveland museums has been going very well. They are willing to give us the display cases and we can put different artifacts in them from the archives. These can be displayed in different locations around campus.

Lauren has completed several graphics and posters, open class flyers and queens. They are currently working on vintage posters. These will be used to make the cutouts to keep with the theme. Working on getting the tiles on the website active, but she will need information sent to her to activate them. The marketing plan is almost complete. They have been pulling images and videos from last year to create 15 and 30 second spots. The team met with the PRCA Rodeo board, and they are planning on incorporating more banners around the campus to focus on the PRCA Rodeo dates during fair. Louise mentioned making the vintage posters into postcards for patrons to take home with them.

Conor mentioned for the future of having a 60-90 second video that interviews some of the fair board members, possibly a commissioner too, and what they do. This would educate the community about what it is to be a fair board member. May just get raw footage this year and this could be done for the PRCA Rodeo board too.

The food menu will be coming out soon. If you would like to see a copy of it let Conor know. Possible custom drinks to brand a signature cocktail and non-alcoholic beverage in branded glasses and beer bottles.

NEW/OTHER BUSINESS

Steve would like to see banners around the fairgrounds posted for guests to know when the PRCA Rodeo is during the fair. Lauren and Autumn are working on banners and signage in the watering hole and on the fair poles. There will be a QR code on them to let the public know when and where the PRCA rodeo is and they can purchase tickets at the box office. There will be a Rodeo 101 video to be played before the rodeo each night. There will also be different types of disciplines at the rodeo such as bronc riding and animal welfare. Rayne mentioned we don't have break away roping in the PRCA Rodeo so please have that portion removed. Laura will have some specie banners that will be hung up around the barns as well as open class banners. Stephanie Fancher-English talked about adding the anniversary logo to the Queen's autograph sheets. Conor agreed and would like to have that added.

OLD BUSINESS

Please continue to work on the invite list. Received great information from former Commissioner Kathay Rennels that is instrumental for the people 20+ years ago that helped rally the 4-H families to help get the first sales and use tax to secure the land for the fairgrounds.

Will be purchasing 5000 bags, 1000 bags per day, to give away to the public. They are a thick canvas tote that will have the fair anniversary logos on one side and possible sponsor on the other side. Still talking about the design of it.

Fair party will be in the watering hole on Saturday, August 5th from 2p – 4p with light drinks and snacks.

We can purchase 500 lapel pins for about \$1300. This would be a miniature version of the belt buckle logo and can be given away to VIPs.

ITEMS FOR EXECUTIVE COMMITTEE

No Executive Committee Items

ADJOURNMENT

Chair Conor McGrath Adjourned the meeting at 3:58 P.M.