



**Larimer County Fair Board
Meeting Minutes
May 28, 2025, 6:30 pm**

The Larimer County Fair Board convened a regular session on Wednesday, **May 28, 2025, at 6:30 P.M.**

Present:

Chairman: Stephanie Morrison

Vice Chairman: Logan Lenz

Secretary: Dana Luther (Zoom)

Board Members Present: Jay Crouse, Pat Young, Kristine Miller, Rebecca Walter, Vera Brown, Melinda Deal

Also Present: Larimer County Commissioner - Kristin Stephens, Fair Competition Coordinator - Laura Boldt, 4-H Youth Development Specialist Livestock and Horse Agent - Bailey Schilling, Larimer County Fair & PRCA Rodeo Queen - Maggie Livingston, Sheriff's Office Representative - Officer Sanchez, Director of marketing Blue Arena/Ranch Abby Marr, General manager venue The Ranch Lousie Romero, Rodeo Board Chairman Rick Harris, Retired Rodeo Board Chairman Steve Human Guests Present- Janelle Kemper, (Zoom) Cindy Buckardt

Absent Members: Ranch Director - Conor McGrath

CALL TO ORDER

Chairman Stephanie Morrison called the meeting to order at 6:33pm.

INTRODUCTIONS

Chairman Stephanie Morrison asked all present to introduce themselves.

APPROVAL OF THE AGENDA

Stephanie Morrison asked attendees if they had reviewed the agenda and if any additions or deletions were needed. A motion was made to amend the agenda by replacing Bailey Schilling that Jay Crouse will report for Bailey and Lousie Romero will be reporting for Conor McGrath. A motion was made by Logan Lenz to approve the agenda and was seconded by Mitzi Deal. Agenda was approved on a majority vote by the Fair Board Members 9-0. Motion passed

MINUTES OF PREVIOUS MEETINGS

The minutes from the April 23rd meeting were distributed to all attendees via email prior to the meeting. Stephanie Morrison asked if everyone had the opportunity to review them and whether there were any additions or deletions to be made. It was noted that a copy of the minutes was available for review if needed. After allowing time for final review, no changes were requested. A motion was made to approve the April 23rd meeting minutes as presented by Pat Young. Logan Lenz seconded the motion. The minutes were approved on a majority vote by the Fair Board Members 9-0. Motion passed.

CORRESPONDENCE

No Correspondence to report.

COMMISSIONER REPORT

Commissioner Kristin Stephens provided an update on the Ranch Master Plan, sharing exciting news about upcoming improvements and additions to the campus. The county is planning to finance these developments through Certificates of Participation (COPs) to manage costs while pursuing enhancements. Planned projects include creating a new great lawn space capable of hosting concerts and events, premium arena upgrades with enhanced hospitality areas, and transforming existing spaces into more flexible event and gathering areas. The improvements aim to make the Ranch financially self-sustaining by 2039, reducing reliance on taxpayer subsidies. Additionally, the Pedersen building is slated for adaptive use as both an ice rink facility and multi-sport venue to support growing youth sports tourism. The plan reinforces the county's commitment to 4-H and community programs while expanding event capacity. A new outdoor shooting range for archery youth is also in the works. The Ranch Master Plan presentation is available via the county's YouTube channel and website for those seeking further details.

CHAIRMAN'S REPORT

Stephanie Morrison reported there were no significant updates to share, other than a reminder about an upcoming guest speaker event scheduled for Friday, June 20th at 6:30 p.m. at the McKee Building. All members were invited to attend the presentation, which will feature Liza Jo, an accomplished speaker with an inspiring personal story.

FAIR BOARD PARTNERS/ LIAISON REPORTS

a. Queen/Royalty - Maggie Livingston shared highlights from the recent Bob Keirns Memorial Gymkhana event. She noted the outstanding turnout, positive community atmosphere, and the admirable efforts of local participants. Maggie then provided an update on her ongoing efforts to collect donations for her upcoming fundraiser. Maggie encouraged members to attend the event, purchase tickets, and invite others. She also

introduced the "Spirit Wall" initiative, which will replace the previous whiskey wall concept. Maggie Livingston outlined plans to finalize and consolidate the silent auction item list and expressed gratitude for ongoing community and sponsor support. Additional comments recognized Maggie Livingston recent interviews with key sponsors, underscoring the longstanding relationships and personal connections that make the program meaningful.

b. Extension 4-H -Bailey Schilling provided an update on recent and upcoming activities within the 4-H program. The recent sheep and goat tag-in event processed 142 lambs and 134 goats, maintaining consistent numbers with the previous year while seeing a 10% increase in overall participation for both Market Lamb and Market Goat projects. Plans are underway for the Sheep, Goat, and Swine Camp scheduled for next week, featuring notable clinicians including Weston Charles (Swine) and Matthew and Katie Sinclair (Sheep & Goats). The return of former 4-H member Matthew Sinclair as a clinician highlights a positive example for younger members. Additional workshops will continue through June, including a Sheep, Goat, and Swine Workshop Series. Equine Levels Testing is set for June 14th, with finalization of levels by June 20th to prepare for County Fair exhibitions. 4-H agent Rachel Wildman is focusing on preparations for the State Conference taking place June 16-19, including a FCS Physical Contest, where a strong performance is anticipated based on prior national qualification. She is also coordinating fair judges in partnership with Laura Boldt.

c. The Ranch, Rodeo & LC Sheriff's Posse -Rodeo board chairman Rick Harris provided an update on the rodeo's progress. Rick Harris expressed appreciation to the Blue Arena and all involved for their ongoing support. He noted that things are on track for this year's event. A highlight is the hopeful participation of Bobby Kerr, a top act over the past five to six years, though his attendance remains uncertain due to health concerns. Contractor Benny Beutler was confirmed, with his stock and rodeo operations reportedly in excellent condition. Rick Harris then addressed changes to this year's complimentary (comp) ticket distribution process. Rick Harris will collect all ticket requests and submit them to the ticket office, after which committee heads will distribute them. Commissioners' tickets have already been handled, with efforts being made to secure optimal seating for them. It was noted that comp ticket availability will be reduced in future years as rodeo attendance grows and the need for paid seats increases. While current agreements will be honored, next year's allocations will be cut back - particularly for groups like the Larimer County Queens, which historically received 100 tickets. Further discussion covered ticket needs for Tuesday night, typically the slowest evening. The possibility of reallocating unclaimed tickets or offering them at discounted prices for certain groups was raised. The importance of ensuring

tickets go to individuals who will use them was emphasized, noting past issues with empty, comped seats during performances.

Other groups discussed included Grand Marshal participants, parade judges, and various sponsors, with agreement to keep allocations consistent for this year and reevaluate in the future. Junior Livestock Sales Committee representatives noted 18 current sponsors with fundraising still underway; they agreed to work within the proposed ticket limits for now. Remaining ticket groups, including 4-H night sponsors and rodeo royalty fundraisers, were also addressed. The committee agreed to maintain this year's allocations but committed to revising policies ahead of next year's event.

In closing, members agreed on the need to carefully manage sponsorship agreements and comp ticket promises in the future, aiming to reduce excessive giveaways and prioritize paid attendance. The committee committed to a comprehensive review and adjustment of ticket policies for next year's rodeo.

The Ranch- Louise Romero gave the board an update: Dane Drake is actively working on new sponsor partnerships, with \$24,750 in pending fair sponsorship renewals and \$34,060 pending for the rodeo. Current contracted sponsorship totals are \$37,000 for the fair and \$49,200 for the rodeo. Poudre Valley REA has returned as a presenting sponsor with a three-year contract. A five-year Co-presenting sponsor deal has been secured for the fair with Pederson Toyota, along with making them the exclusive auto sponsor for the PRCA Rodeo. The team is seeking a new stage sponsor, along with other Fair sponsors.

Louise Romero reported Entertainment planning for the fair includes the Larimer County Sheriff's Posse Junior Rodeo, dog events, and potentially Trick Riders or Tractor Pulls. Friday night will feature Dog Herding, and Saturday's events include Mounted Shooting, and the popular calf scramble. Sunday's schedule highlights Cowboy Church and Longhorn shows, with ongoing talks for additional acts such as Draft Horse show, Wyoming Bull Riding, or an Antique Tractor Pull. Evening entertainment includes School of Rock, Indigenous Dancers, and the highly requested Mariachi band. Bourbon Grass and other local bands are scheduled throughout the fair. Other attractions will be, Petting zoos, Canine Stars, and Globe of Death will return, with fireworks scheduled for Friday and Saturday. Ninja Nation and bounce houses will be featured, with adjustments made due to updated safety guidelines. New entertainment will include Focus Boundary from Denver for stilt and circus-style acts. Drone Drag racing will also return, a wing-eating contest, a full-size airplane assembly exhibit and simulator in the vendor hall, and an agricultural education scavenger hunt. This activity, replacing the Colorado State University classroom, will feature banners and activities about cuts of meat, water use in agriculture, and product origins. Plans are underway for a Western Heritage College program to educate fairgoers on livestock judging and ranching disciplines.

Marketing updates from Abby Marr, include redesigned fair and rodeo posters maintaining brand consistency. Rodeo tickets will go on sale a month early to get ahead of competing events like PBR at CSU. Carnival passes will also go on sale Monday. Advertising campaigns will intensify in late June through social media, print, radio, and TV to reach family audiences and maximize attendance. Posters will be distributed to 180 locations across Northern Colorado. The meeting closed with discussion of ongoing volunteer recruitment, sponsor activations, and operational logistics.

Updates to the event app now include Spanish translation and enhanced features for public safety and lost child alerts. A new First Aid tent will be provided by Thompson Valley EMT

d. Fair Coordinator - Laura Boldt provided a brief update emphasizing that June 2, 2025 is an important date for both fair camping reservations and the opening of 4-H online entries. Fair Board and livestock superintendents will receive an email from *admin@theranch* and they must respond to that message and complete a Google Doc to confirm their camping reservations. It was noted that reservations are not secured until this process is completed. Additionally, preparations are underway to finalize 4-H entries in advance of the June 2, 2025 opening.

FAIR BOARD COMMITTEE REPORTS

a. Ranch Hands - Kristine Miller reported that she and Jay Crouse attended the Lions Club luncheon at the Golden Corral, where they received a warm and welcoming reception. The Lions expressed interest in supporting the fair by providing volunteers, with some members also affiliated with the Elks Club. Kristine Miller distributed flyers prepared by Laura Boldt to help recruit additional volunteers. The meeting was noted as a positive and meaningful experience, with discussions also touching on potential Lions Club participation in the parade, which Jay Crouse will help coordinate. Kristine mentioned that a planning meeting will likely be scheduled in mid-June. In the meantime, fair preparations continue, with a growing list of cart drivers confirmed. Volunteers are encouraged to sign up for their preferred driving slots and assist with other fair activities, including managing the bounce house. Overall, event planning is progressing smoothly.

b. Queen/Royalty - Michelle Wilcox provided an update on Royalty activities, noting that preparations are ramping up with a busy season ahead and several outstanding participants expected next year. The team has been visiting sponsors and making arrangements for housing, as well as organizing a barbecue event. Efforts also include coordinating participation in regional and statewide events, such as the Elizabeth

Stampede and additional activities scheduled for June and August. Michelle Wilcox added that tickets will be available for those interested in attending and expressed appreciation for everyone's continued support.

c. Pancake Breakfast - Jay Crouse provided an update on the upcoming pancake breakfast, noting that the recent planning meeting went very well, with strong enthusiasm from volunteers to assist with preparing pancakes. Efforts are ongoing to confirm participation and support. Additionally, confirmation is still needed from Dana Drake on securing juice, although the milk donation is confirmed. Assistance was requested to help finalize these outstanding details. It was also decided that, as with last year, no live entertainment will be arranged - instead, background music will be used during the event, which had received positive feedback previously for allowing attendees to comfortably converse. Overall, planning for the breakfast is progressing smoothly.

d. Parade - Logan Lenz provided an update on the parade preparations, noting that he is currently working on securing necessary approvals from the City of Loveland for the event applications, with progress moving smoothly. A key upcoming task is updating the participant packets, which need to be finalized and made available by June 2nd, the opening date for parade entries. Logan Lenz also shared that his company is undergoing a buyout, which will deactivate his current work email; he requested all future correspondence be sent to his personal email, which will also be updated on the event website. The Lions Club has confirmed their participation in the parade, with their entry fees waived in recognition of their ongoing support, especially for the pancake breakfast. There was discussion about improving communication regarding parade day handouts, ensuring materials are delivered to volunteers on-site to distribute along the route. The Lions Club emphasized their interest in having items to hand out and being active ambassadors during the parade. The committee agreed to print additional materials and improve coordination to avoid last year's distribution issues. Overall, parade planning is progressing well, with final logistics and details being addressed as the event date approaches.

e. Junior Livestock Sale - The committee discussed ongoing sponsorship agreements across all subcommittees, including the Junior Livestock Sale, noting that while the official deadline for submitting signed agreements is May 30th, some sponsors will not be able to finalize paperwork until after June 1st. While this delay is not expected to impact the parade directly, concerns were raised regarding inclusion on printed parade materials. The group considered options such as accepting agreements and logos separately, or creating a special banner for late sponsors to ensure visibility. Coordination with Stacie Hougard suggested exploring the possibility of extending

certain deadlines without compromising financial accountability, as past issues involved promoting sponsors who later failed to pay. Additionally, it was noted that sponsorship contracts needed to be reviewed for outdated terms, particularly regarding ticket allocations. In addition, the Junior Livestock Sale posters have been printed and distributed. A reminder was issued for the final mandatory sale meeting scheduled for June 1st at 6:00 **PM**, emphasizing the importance of attendance for all market project participants. Future procedural changes will address loose guidelines, limiting group packet pickups and reinforcing the requirement for individual attendance to collect sale packets and forms. Clear communication and stricter adherence to established rules were underscored as priorities for the remainder of the fair cycle.

UNFINISHED BUSINESS

a. Work Plan Updates - Members were reminded to submit any updates to their work plans to Dana Luther to ensure that records remain current and accurate. This will help maintain organized documentation and allow for effective tracking of committee activities moving forward.

b. Bylaws - No Discussion at this time.

NEW BUSINESS

No New Business

Next Fair Board Meeting- June 28, 6:30 PM McKee Building

Items for Executive Committee - No Items at this time

ADJOURNMENT- Logan Lenz made a motion to adjourn the meeting, Pat Young seconded the motion. The motion was approved on a majority vote of the Board Members 9-0. Motion passed. The meeting was adjourned at 8:03pm.

Chair: Stephanie Morrison _____

Secretary: Dana Luther _____