

The Ranch | Larimer Event Complex  
80538 (970) 619-4000 [www.treventscomplex.com](http://www.treventscomplex.com)



5280 Arena Circle, Suite 100, Loveland, CO

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

**May 23, 2023, 3:30 P.M.**

The Larimer County Fair and PRCA Rodeo Anniversary Committee convened a regular session on Tuesday, May 23rd at 3:00 P.M.

**Present:** Conor McGrath – Chair, Stacie Hougard – Secretary; Executive Committee: Commissioner Kristin Stephens; Committee Members: Lauren Layman, Emily Meister, Laura Boldt, Susan Trafton, Louise Romero, and Bailey Schilling

### **CALL TO ORDER**

Chair Conor McGrath called the meeting to order at 3:32 P.M.

### **INTRODUCTION OF MEMBERS**

Chair Conor McGrath introduced members.

### **PUBLIC COMMENT**

No Public Comment

### **CORRESPONDENCE**

No Correspondence has been received by committee members regarding the fair/rodeo/Ranch anniversary.

### **CHAIRMAN'S REPORT**

Conor provided a Ranch based update: moving forward with ordering on construction side, waiting to see what amenities will be available during fair, new RV lot is a large question mark if it will be open, limited fair camping if new RV park is not opened, doing our best to try to open.

Trending to be able to complete tours of the new 4H YCA building during the fair.

New arena circle opened officially today. Show Ring Road is paved. Richard Rule may be paved but Google does know it exists. Extension of Clydesdale will be finished no later than July 21, 2023.

## **COMMISSIONER'S REPORT**

None.

## **BOARD PARTNER/LIASON REPORTS**

Lauren gave a PR/Marketing update. Announcement on sale timeline deadline is June 30th. All radio spots, tv spots, anything dealing with marketing will touch on the anniversary. A local radio station will give 8 live mentions weekly, which includes interviews. Autumn is finishing vintage posters.

Emily gave an update on food and beverage. Cookie samples were in today, but Emily was not happy so they will go back out for other samples. She is finalizing the menu. She is working with Wild Cider out of Firestone to design a cherry bourbon barrel cider. She's also working on a specialty root beer and cream soda through Wild Cider. No RSVP is needed per Louise. Conor said a number of people are updating the attendee list next week with names and email addresses. Conor appreciates the concept for the Ranch to be a more accessible and inclusive place, being mindful of allergies and alcohol/non-alcoholic options are worth it.

## **NEW/OTHER BUSINESS**

Swag is being ordered or has been ordered. Lapel pins have been received. Sample pin's 140 is too small and hidden in the buckle so Katie is working to be more apparent.

There will be archives around the campus. The goal is to not have them in one place, hoping to get people to go to all corners of the campus.

Order of events is being worked on with Commissioners' Office and Michelle Bird to be sure we're hosting the event in the fashion that is aligned with Commissioner's wishes. Order of events and programs will be published in mid-summer and distributed to the group.

One \$2,500 sponsor (Conduct All) has been found for the bags. Lily and Dana have until the end of the month to get more to Katie so she can get them ordered.

Louise added the Commissioners requested a photo backdrop area in the watering hole. The Ranch does not have anything so something will need to be designed, possibly a selfy backdrop. Conor mentioned there is a trade agreement with Action Signs that could be used.

The Ranch has been having a conversation, disconnected from the anniversary, for many years about participation in Loveland's Heart Program. TR has decided to participate in the program. Lou and Katie are working on an abstract heart. Looking to put it near Gate 2, to the left hand side, so traffic to BEC, fnbo, and grounds could see it. Conor requested Lou send the design concept to the group via next meeting or email. Lauren said they will be using social media to find an artist.

Conor proposed to start canceling some future meetings through mid to late July. The group should expect some cancellations, but the group can communicate via email as needed.

## **OLD BUSINESS**

None

## **ITEMS FOR EXECUTIVE COMMITTEE**

No Executive Committee Items

## **ADJOURNMENT**

Chair Conor McGrath adjourned the meeting at 3:50 P.M.