

Larimer County Rodeo Board Meeting Minutes

Tuesday January 3, 2023

McKee Building

1. Steve Human called the meeting to order at 3:32pm.
2. Board members in attendance: Steve Human, Rayne Rule, Rick Harris, and Brandy Edmonds
3. County & BEC Staff in Attendance: Christian Southwick, Dana Drake, Conor McGrath, Lilly McLendon and Jody Shaddock
4. Public Attendance: none
5. Public Comment: none
6. Approval of previous meeting's minutes: The minutes from the previous meeting will be reviewed in the February meeting.
7. Public Comment/Correspondence: Brandy advised of an email to the board regarding beverage burros for our rodeo. Conor referred her to the Louise with the fair.
 - There is a person wanting to help with the rodeo and Rick advised we need to check with Gene to see if he would like to reach out to this person. Gene will be at the next meeting, so this is tabled until then.
8. Board Officer Elections: Steve Human was nominated for Chair and Elected. Rick Harris was nominated for Vice Chair and Elected. Brandy Edmonds was nominated for Secretary and Elected.
9. Discussion Items:
 - Ticket Price Increase: We have not increased ticket prices since 2019. The old ticket pricing was Individual \$16/\$20, Groups \$15/\$19, Season \$14/\$18 and 4-H \$8. Jody agreed that we do need to increase them. Jody advised we can increase them but need to be able to give the commissioners a reason why as they will be the ones fielding any calls or complaints. It was decided to increase the ticket pricing for Individual to \$20/\$25, Groups \$19/\$24, Season \$18/\$23 and 4-H \$12 (this will be for 4-H night only). The BEC staff will advise the ticketing office of the change. There was discussion of what the convenience fee is, and it was clarified that if the staff does the ticketing (groups, season and 4-H) the convenience fee is not charged.
 - Added money (purse) increase: Steve and Rick advised we would like the added money for each event to increase from \$5000 to \$7500. It has been at \$5000 for at least 10 years. Jody and Conor both agreed the added money needs to increase. The increase in added money should be covered by the increase in the ticket pricing. There will be more contestants with more added money and Jody would like a written down explanation of the increase and all the details that go along with that increase. Steve will provide that. Rick moved that we increase the added money to \$7500, Brandy 2nd and motion passed.
 - 75th Anniversary: Jody would like to incorporate the 75th rodeo anniversary, 20th fair anniversary at this facility together. She advised that the Commissioners will have a separate meeting with all the rodeo board and fair board to discuss the anniversaries and how we go about advertising with the facility and the commissioners. Jody will put together this meeting in the evening in January. Conor has Louise, the event manager, looking into how to marry both the 75th of the rodeo and 20th of the fair at the facility. They came up with a theme Through The Decades and would like to find past rodeo queens from each

decade and have them be part of it somehow. They would also like to do a prestigious belt buckle celebrating this.

- Partner Report: Dana advised we need to decide on a bobble head idea because they need to get them ordered. Rick advised we cannot use the original idea of the bucking horse Killer Bee, so he suggested using a clown barrel with a hat that bobbles out of the barrel. They could then use the barrel for more advertising of the 75th anniversary. Dana also asked about Military Night. He wanted to know if we would still like him to handle that or if there is someone else who would. Rayne stated he will oversee finding the Military Night people this year. We also discussed how to include them in the wagon this year.
- Board Vacancy: Jody will open the application as soon as possible to add the 5th member to the board
- Additional Discussion: Christian advised we are getting new dirt to add to the existing dirt. The setup from the rodeo was great and we need to keep it the same this year. Rick brought up that we need to make sure this year our contestant parking is fixed and if we could have all of lot E and maybe some dirt parking that would be great. Dana also advised that our rodeo will be the first event held after getting new seating in the facility.

Rick moved to adjourn the meeting, Rayne 2nd and the meeting was adjourned at 4:48pm