

6/17/2025 Larimer Rodeo Board meeting minutes: prepared by Brandy Edmonds

The meeting was called to order by Rick Harris at 3:29 pm

Board Members in attendance: Rick Harris, Rayne Rule, Brandy Edmonds and Shannon Rule

Public in attendance: Maggie Livingston and Paige Petrocco

County & BEC Staff in Attendance: Gene Olson, Katie Miller, Dana Drake, Abby Nash, Thomas Carrier, Abby Marr, Caleb Clark and Commissioner Jodi Shadduck-McNally

Rayne moved and Shannon second to approve the June 3rd minutes, motion passed.

Public Comment/Correspondence: No Public Comment or correspondence

Board Member Report: Rayne reached out to Emily in hospitality and everything is setup for this year. Shannon reached out to Sylvan Dale Ranch to advise we are not using them this year for our luncheon. She did speak to Michelle and they queens are still available to go speak to the guests at Sylvan Dale if needed. Shannon ordered Susan a gift for all their support through the years.

Committee Report: Gene has contacted his crew and Donna Murphy for timing.

Queens committee: Maggie has a list of people they are thinking about to invite as the 3rd queen. We let her know we need to know by the next meeting.

Partner Reports:

Commissioner: Commissioner Shadduck-McNally is very excited about the rodeo. She will be sending an invite to the board for an appreciation dinner that will be held. She will get her list of riders in the wagon soon. She met some women Army Veterans that she would like to invite.

The Ranch: no report

OVG: Dana advised we are at \$82,279 for partnerships. Jax is confirmed as the mutton busting sponsor. Ian has the ambulance taken care of.

Katie is still working on an embroider. We agreed if no information by end of the month we will use the same guy. There have been just under 1,000 tickets sold and Abby Nash advised the group sales are about 300.

Abby Marr said the billboards are running. The marquee on the road is not functioning so they will put up banners on the outside to advertise the rodeo. Digital ads started June 2nd. The rodeo poster is in for final proof. The TV ad is being built and will start mid July along with the radio ads. The board agreed to comp 40 tickets for the radio stations to give away the 2 weeks prior to the rodeo. There was a rodeo banner up for 3 major country music concerts so there was lots of exposure there.

Shannon gave Dana the Pendelton sponsor information and Thomas asked about a specialty drink that we could do specific for the rodeo. Brandy let him know about Rodeo Ritas which are a Pendelton drink.

Old Business: none

New Business: none

Monthly review schedule: The scripts have been updated. Hospitality has been taken care of. The county insurance has been updated and sent to the PRCA.

The meeting was adjourned at 4:15pm

Next meeting July 8th at 3:30 pm McKee Bldg. Estes Park Room